Presenting your Curriculum through your School Website

What to present, and how to present it.

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Achieving Perfection with your School Website

Transform your **school website** into an effective, powerful communication tool.

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✓ **Easy to use** School Website CMS

✓ **Powerful** market leading feature set

✓ **Outstanding** help and support

Websites   **App**   **Learning Wall**   **Voice**   **Branding**   **Training**   **Development**   **Design**

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Getting Started with Curriculum Information

It's a statutory requirement to present your curriculum on your school website, but it's more than that, Parents can read this information to see what their children are going to be learning each year.

Some examples of schools who present their curriculum through their school website really well are listed below. This should be a great starting point to see what's possible before we go through what's required, and how to do it.

St Stephen's Kearsley Moor
St Stephen's provide a curriculum overview page, and then all of their other curriculum information is included on their class pages.

Walmsley Primary School
Walmsley have presented their curriculum by splitting it into subject areas and then year groups.

Aspire Academy
Aspire include all their subjects in the curriculum section of their website, and then outline details for the different years, splitting the content between KS3 and KS4.

Unity Academy
Unity have added all of their subjects as courses on their website, and split these into departmental categories.

Saint Michaels High School
Saint Michaels present their information clearly by subject and have including a whole curriculum overview, subject specific overviews, and pages for each key stage.

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Statutory Requirements

1 **2** **3** **4**

There are currently 4 statutory requirements for presenting your curriculum on your school website. Although most schools only need to present 3, and some only 2.

(1 requirement is appropriate for schools with KS1 pupils, and 1 requirement is appropriate for schools with KS4 pupils)

The content of the curriculum your school follows in each academic year for every subject

✓ Make sure each year at school is covered, and each subject that's taught in each year.

✓ Make sure the information is clear and easy to navigate. Have the visitor in mind, they might want to find out information for multiple children.

✓ Think about how your visitors will navigate between the curriculum sections, would a visitor prefer to browse by subject or year group?

✗ Don't add all the content onto a single page without clearly defining sections

✗ Don't just add a document download link on the page, add some content to the page too.

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The names of any phonics or reading schemes you are using in KS1

Make sure you mention the phonics or reading schemes being used for KS1

If you've split your information by class, make sure you add the Phonics information onto each of the KS1 classes.

While the name is what needs to be included, to improve the content add some other information about the scheme too.

Don't add a single page for Phonics and only include the name of the scheme.

Don't add the Phonics information in an obscure location. If it's with the other curriculum content give it a heading.

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A list of the courses available to pupils at KS4, including GCSEs

☑ Make sure each subject is covered, if you offer blocked options then show how those blocks work.

☑ Make sure the list of courses is easy to find, and consider including more information (linked to from the list items) about the different courses.

☑ Think about your visitors, what they want to know and read about courses. Try and answer any questions they might have in your content.

☒ Don't just add a list of courses on the page with no additional information available.

☒ Don't make the page of options confusing, try to make it as simple as possible so your visitors want to find out more about the courses.

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How parents or other members of the public can find out more about the curriculum your school is following

Consider adding links to related content about the curriculum, videos are an excellent resource for this.

Provide your visitors with contact details for finding out more information about your curriculum.

Add as much information as you can about the curriculum, this should help answer any of the questions visitors to your website may have.

Don't skimp on the curriculum content, it makes your website better and you may end up spending more time dealing with visitor requests.

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#3 Top Tips for Presentation

Make your curriculum information easy to find.

Adding a top level menu item to your website for users makes your curriculum easy to find, and ensures you can expand with enough detail without a visitor having to click too many times to find the relevant information.

Break up the information with headings.

One long page of content is just too much to expect a visitor to your website to read. By breaking up the curriculum information with headings the content is in more manageable chunks. It might also help you to spot any content that's been missed.

Try to include some embeddable media in the content.

Embeddable media provides a different experience from reading the text on a webpage, using multiple ways of communicating the information hopefully means you can reach more visitors. It makes the content more interesting. Video is the best for this, but images will help, as can flip books or well presented PDFs.

Using Files and Flip Books

Use PDFs

If you are going to upload document files onto the curriculum pages of your school website (or any page of your school website) use a PDF file.

PDF stands for Portable Document Format, and it is designed for just that purpose, a PDF is not editable, and will look the same on whatever device it's viewed, it doesn't matter about fonts, default sizes etc.

Most browsers can also open PDF files natively so the user can stay in the browser as they read the document, and then go back to the website.

Use Flip Books

Flip books are a great way of presenting information in an engaging way, and they tend to work best with visual documents. Insert a flip book into your content to provide visitors to your website an alternative way to read about your curriculum information or a section of it in a more magazine like way.

Don't use PDFs and Flip Books on their own

When uploading documents and using flip books in your content make sure they aren't the only thing on the page. Your pages will look empty and incomplete if there's just a PDF uploaded onto it, or a lone flip book inserted into the page, and some supporting content and other text about your curriculum.

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What Next?

Sort out your curriculum content

There's lots of advice available in this report for updating your curriculum content on your school website.
Try your best to follow as much of it as possible.

If you're curriculum content is already up to scratch, good job. The challenge is keeping it that way.

Keep updated by checking the 'Latest' section of our website for ideas, updates and tips on managing your school website.

Ben Bedford
Operations Manager

T: 0333 577 0753 | E: hi@schudio.com | W: www.schudio.com