

Press Release

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Chassell Schools Appoints opusWeb.com to Build ChassellSchools.org

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Chassell, Michigan (March 12, 2008) - Chassell Township Schools has recently launched a new Web site that was constructed to reflect the innovative approach to education that is becoming evident in the district. The new site features improved navigation and dissemination of information for parents and students. One of the main attractions of this new Web site is the home page, which features a variety of changing pictures of students and teachers "in action" during their classes or field trips.

"Our goal was to create a strong first impression when a visitor lands on the site," said Jeffery Primeau, opusWeb.com Co-Founder and Director of Marketing/Communications. "Like any Web project, the visual is key, but with this project being a school, it was imperative that the strong first impression be conveyed through 'action,' and 'doing.' When thinking about it, we realized there's no better way to achieve this than using photos taken during actual field trips, events, and classroom exercises. Photos are submitted by teachers, allowing them to become involved in the process, too. With a library of photos cycling through for each visitor, it really does give an authentic first impression," Primeau added.

The redesigned site was also built around the idea that a vast majority of the content would be generated by the district without having to make use of additional software. The common areas of the new site such as calendars, lunch menus, and athletic schedules were set up so that they could be controlled internally at the school.

"Making the standard and fundamental areas of the school Web site updateable such as calendars and event schedules is something schools look for, but we wanted to integrate that same functionality into other areas of the site as well," stated Mike Gaunt, Superintendent. So now, teachers at Chassell have the ability to manage content on their very own classroom page, including the posting of classroom-specific notices, photo gallery submission, and allowing for access to classroom lesson plans." "In addition, the Principal and I have pages we can update with current news, messages, and questions that the community can respond to by phone or e-mail. We are also in the process of adding credit card payment for lunches and CTPS Foundation donations.

The design of the site incorporates an "information center" box which is retained through the rest of the of the site design so that upcoming announcements, school/athletic events and even future lunch menus are organized in one centralized area regardless of where you are on the site.

Parents can now log on to ChassellSchools.org. "Our staff has done a great job learning how to update on their own page, and keeping things current." says Gaunt. "We have a terrific school and we're proud to have people take a look through this updated Web site. We want to use the site as a springboard to the community giving input to the district and really being listened to."

The new Web site is located at ChassellSchools.org.

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