



i5 Web Works Partners with Carroll ISD to Launch Newly Designed Web Site for School District

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Southlake, Texas (PRWEB) September 22, 2008 -- i5 web works has partnered with the Carroll ISD to launch a newly designed and highly functional website for students, parents and visitors to the school district.

The new site, www.southlakecarroll.edu is a significant upgrade that more appropriately reflects the changing needs of this fast-growing and exemplary school district. The site combines a more visual and clean look with updated functionality while representing the school district's core values of Excellence, Relationships, Character & Integrity, Innovation and Open & Honest Communication.

"We couldn't be more pleased with the design and functionality of our new website," said Carroll Superintendent David J. Faltys. "The staff of i5 web works really did a great job of catching our vision and making the design improvements that we wanted for students, staff and parents who visit our site. Our overall goal was to improve and enhance the district's online presence, and i5 web works certainly helped make that happen."

"The biggest challenge for us was to be able to create functionality that would work across the board for visitors, students, parents and teachers alike," said i5 web works principal Carita Weaver. "This task was made so much easier thanks to the great cooperation we received from the Carroll ISD, especially Dr. Faltys, Julie Thannum and Lauren Becera."

The improved functionality is apparent right away with the newly designed Home page. Functioning as a welcome center for any Carroll visitor, the Home page includes the latest breaking news via a scrolling marquee, upcoming events and quick links to popular pages and sponsors. The new functionality allows any visitor to the site to easily see and find their respective areas of interest and go them with a minimum number of clicks.

One of the most important aspects of the newly designed site is allowing users to access individual departments or schools in the district. Each of the 11 schools in the Carroll ISD will have its own look or design variation and will be seen as a stand-alone web site while adhering to of the overall theme of the CISD website.

Most importantly, the website is structured for ease of movement between schools from elementary to intermediate, middle or high school. Because the organizational structure is the same from school to school, it allows visitors to easily navigate the website for any school they visit.

The website also features an opportunity for teachers, school administrators, parents and students to manage the content on their school sections or pages while allowing the District Administration to manage the common curriculum and district detail content on those shared pages.

One of the most innovative additions to the website is the use of video and flash to highlight students, teachers, administrators and events within the CISD system. Now, with help from Becera, Carroll ISD's video guru, videos that include all aspects of school life in the district are highlighted on the website for easy access.

"We have always been a proponent of visual technology to highlight a product or service," said i5's Weaver. "I think the business community could follow CISD's lead in this area."

"The launch of the new site went better than I could have hoped," said Thannum, the Executive Director of Communications & Marketing for the Carroll ISD. "Our website is enormous and contains thousands of pages and links. It was a huge undertaking, but things went relatively smooth thanks to the cooperative efforts of school staff and i5 web works. I cannot wait for the public's reaction as we unveil our new campus web pages and as we continue to roll out the enhanced features of the new site."

About the Carroll ISD

Carroll ISD is a K-12 public school system located in the heart of the Dallas-Fort Worth Metroplex. The 21-square-mile district consists of 11 schools serving more than 7,900 students and 1,000 employees. The district is the largest in the state of Texas to earn the top rating of "Exemplary" by the Texas Education Agency. Five of CISD's schools have been named

National Blue Ribbon Schools by the U.S. Department of Education and eight of the 11 campuses were named to the Texas Business Education Coalition's 2008 Honor Roll. Approximately 98 percent of Carroll's seniors go on to attend a college or university after graduation. The class of 2008 earned more than \$14 million in scholarships to colleges and universities across the nation. More than 90 percent of Carroll students take a college entrance exam, with composite scores on the SAT and ACT that exceed state and national averages. For more information, go to www.southlakecarroll.edu.

About i5 web works

i5 web works provides Website design, re-design, e-commerce solutions, Internet Marketing Services, Pay per Click analysis & management programs and search engine optimization for all businesses. From its offices in the Dallas/Fort Worth Metroplex, i5 web works serves clients nationwide, providing a website ROI through the use of technology and applying classic management services. For more information, please call i5 web works at 888-893-7519, or visit our Website: www.i5ww.com.

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