HCMS WEBSITE AUDIT

A GUIDE TO ENSURING YOUR WEBSITE IS OPTIMIZED FOR HUMAN CAPITAL MANAGEMENT

REIL-Extend

Rewarding Excellence in Instruction and Leadership

THE WHY

This audit will serve to help evaluate your website's ability to represent and strengthen your overall Human Capital Management System. Rate each descriptor according to current practices. Sections 2-5 are based on the Human Capital Leaders in Education learning series; a link to the full Standards can be found in the Appendix.

This list aims to encompass HCMS-related website components. You should also include relevant stakeholder information as you see fit (e.g., bell & lunch schedule, student grade portal, contact info).

Score each component from 1-3, where 1 = No evidence at all on website and 3 = Strong evidence on website.

USABILITY

These aspects are determining factors in how users will interact with your website. A great website should be easy to navigate, with value-add content.

Consideration	Score
All links on the Home Page successfully navigate user to the expected page. Content is clear and compelling. **Evidence:**	
The layout of the site is clear and visually appealing. Proper grammar and spelling are used throughout. **Evidence:**	
Headings create hierarchy and intrigue the user; Home Page information is succinct. Long paragraphs are reserved for click-through pages **Evidence:**	
Multi-media elements are germane and impactful (e.g., staff testimonial on hiring page, non-distracting/value-add animations) **Evidence:**	

PERFORMANCE EXCELLENCE

These areas of focus help ensure your website aligns with your organizational strategies surrounding the continuous improvement of performance and instruction.

Consideration	Score
A clear strategic plan is available and is aligned with the organizational mission, vision, and goals. **Evidence:**	
A communications plan is present which includes key messages and timelines (like evaluation standards, observation timelines, PD opportunities, stay interviews, etc.) which supports the implementation of human capital programs and practices. **Evidence:**	
Connects with diverse internal and external stakeholder groups to capture voice and build buy-in. **Evidence:**	
Evidence that key measures which are aligned to organizational goals are being monitored and used to drive ongoing improvements. **Evidence:**	
Processes and service standards which ensure a positive customer experience are evident. **Evidence:**	
Common Vision of Instructional Improvement is prioritized and apparent. **Evidence:**	

STRATEGIC STAFFING

These areas focus on recruitment and hiring, helping ensure the best candidates are able to access all of the information necessary to pursue open positions.

Consideration	Score
Current and accurate job descriptions are available for all positions. **Evidence:**	
Brand is presented consistently across all communications and tells stakeholders who we are as an organization. **Evidence:**	
Prospective employees can get an accurate understanding of what teaching in the district's different schools looks, feels, and sounds like. **Evidence:**	

TALENT MANAGEMENT

A strong focus on talent management tells existing and potential employees what they can expect, where to find resources, and how to pursue future career positions.

Consideration	Score
Onboarding program is identified and described so new employees will know how they will learn their role and workplace. **Evidence:**	
Employee support structures are identified and examples of professional development practices are evident. **Evidence:**	
Employee handbook is available and addresses key details such as discipline and due process. **Evidence:**	
An employee's ability to ascend a career ladder with the district is evident through the available information. **Evidence:**	

CULTURE & TOTAL REWARDS

These areas capture the critical components of a school or district's culture, commitments, and compensation structure—without being limited to the monetary outcomes of employment.

Consideration	Score
Evidence of employee engagement and satisfaction is presented (through survey results, pictures, testimonials, etc.). **Evidence:**	
Compensation is thoroughly described including base salary ranges and how they are achieved, PBC, health and wellness benefits, and non-monetary benefits. **Evidence:**	
Performance management system is thoroughly described, including performance evaluation criteria and performance-based award attainment. **Evidence:**	
Evidence that systems and processes promote diversity and inclusion. **Evidence:**	

WEBSITE CHECKLIST

Use this checklist as a starting point for specific items that should be hosted on your website:

- Hiring information & current open positions
- Job descriptions
- Salary schedules
- Evaluation tools
- Instructional standards
- Employee handbook

- Staff directory
- Links to social media
- Links to individual school websites
- List of student and family programs
- ADA Compliance

QUESTIONS FOR FURTHER THINKING

Which pieces of information should only be available behind a login? (e.g., employee handbook, personal student information?)

Is there a process in place to keep revolving info updated (e.g., lunch menus, calendars, blog posts)? How will you ensure that this information is kept current?

TRACK YOUR RESULTS

Use this Excel Workbook to organize and track the results of your website's audits. Doing this allows you to view the results in summary, compare multiple evaluations, and identify your strengths as well as areas for improvement.

APPENDIX

ADDITIONAL RESOURCES

- **Your School Website Requirements Guide 2020/21**
https://www.schudio.com/school-website-requirements/

- **Top Tips to Auditing Your School Website**
https://www.schudio.com/top-tips-to-auditing-your-school-website/

- **How to Make an ADA-Compliant School Website**
https://www.campussuite.com/blog/make-school-website-ada-compliant

HCLE STANDARDS

- **Human Capital Leaders in Education Professional Standards**
https://assets.noviams.com/novi-file-uploads/aaspa/pdfs-and-documents/HCLEStandardsDetailJan2018.pdf