

School Advisory Forum
Minutes
February 25, 2025
Cooper City High School

Marketing and Customer Service Initiative

A marketing campaign for Broward Schools has launched to encourage Broward families to "Choose BCPS". A customer service initiative is also being rolled out. There will be a customer service feedback system at schools and departments. The advantages of BCPS such as having AP tests and Dual Enrollment courses paid for was discussed. There seems to be an increased interest in magnet schools and reassignments with the majority being at the high school level. There is a strong support for ongoing marketing efforts and customer service improvements.

District Website Update-Finalsite

Finalsite the new district and school websites will be redesigned and have a new look using feedback obtained. Recommendations were requested. The main banner will be used as an identity banner where something inviting is shown. They plan to create parent focus groups to gather additional input with focusing on making it easier to navigate and use. For example, the search bar will function properly and search within the site. There was a discussion on updating and maintaining the websites with accurate information. Content managers will be trained and earn an annual certification. A discussion on the school calendars and how programs will be able to be integrated with Finalsite so that up-to-date data can be shared and made available also took place. Managing the website will still be in the hands of the school. Quality insurance will be done internally with Finalsite instead of externally. The website redesign project rollout target date is May-June 2025.