Report to Our Community Webpage

Bellevue School District (BSD) - Chris Sumption

Bellevue School District (BSD) created a one page color infographic that included: Current district profile, student demographics, academic success outcomes, and high level budget information.

Infographic was to be advertised in multiple channels: Newspaper, direct mail, district website, newsletters, and social media.

I was tasked with adding the infographic to the district website.

2019 BELLEVUE SCHOOL DISTRICT **REPORT TO OUR COMMUNITY** In the 2018–2019 school year. Bellevue School District's 2,500 exceptional educators and staff transformed the way students Guided by the BSD 2023 Strategic Plana five-year blueprint for our educational perceive their own capabilities. They provided countless community-we are aligned and equipped experiences that inspired students to learn and introduced Ð to improve outcomes for all our students. them to new possibilities. The entire community contributed to the recognition Bellevue students received this year. Learn more at Together we made progress toward a shared vision www.strategicplanbsd405.com To affirm and inspire each and every student to learn and thrive as creators of their future world. DISTRICT PROFILE **COLLEGE AND** CAREER READINESS 😂 CLASS OF 2019: 1.500 GRADUATES 2018 SAT SCORES BSD 620 BSD 643 538 WASHINGTON 533 9% MULTI-ETHNIC 8,272 STUDENTS AP TESTS TAKEN: 78% BSD USA 59% ENGLISH SPECIAL FREE OR NON-ENGLISH COUNTRIES LANGUAGES LANGUAGE EDUCATION REDUCED FIRST OF BIRTH LEARNERS LUNCH LANGUAGE **FISCAL RESPONSIBILITY** STATE MEASURES OF STUDENT ACADEMIC 2018/2019 PERFORMANCE REVÉNUE 4.679.592 **BSD Smarter Balanced Assessment** Due to limits imposed by the PASS RATES Exceeded State Average state legislature, the amount of local funding we collected in 2018-2019 dropped by Bellevue School District 6 percentage points, while tate funding only grew by 16% LOCAL TAXES 5 percentage points 13% STATE SPECIAL PURPOSE 9% LOCAL NONTAX SUPPORT 3% FEDERAL GENERAL AND SPECIAL PURP 2018/2019 **EXPENSES** English Language Arts Math Science In the 2018-2019 school ns351.953 year, BSD increased spending on teaching and Washington State student support by more than \$37 million. 67.2% TEACHING & STUDENT SUPPORT 9.7% DISTRICT CURRICULUM & TEACHING SUPPORT 5.9% BUILDING MAINTENANCE & OPERATIONS 59% 49% 46% 4.8% PRINCIPAL & SCHOOL OFFICE 3.7% SCHOOL HEALTH & SAFET 2.95¢ ADMINISTRATION 2.6% SCHOOL BUS & METRO SERVICES English Language Arts 2 ON NUTRITIOUS MEALS FOR STUDENTS Math Science 1.2% EXTRACURRICULAR ACTIVITIES & SPORTS

50 percent of BSD website traffic is from a mobile device. That number grows up to 58 percent in the evenings (2019 Google Analytics).

3.5 percent of community members that use the BSD website access it in a language other than English (2019 Google Analytics).

12.9 percent of people in Washington State live with a disability. Of all individuals with a disability:

- 26 percent have an ambulatory difficulty.
- 21.3 percent have a cognitive difficulty.
- 16.8 percent have a hearing difficulty.
- 9.3 percent have a vision difficulty.

(2017 Washington DSHS)



User Experience

Viewing the infographic as a PDF or image on a mobile device will be a negative experience.

Language Access

Infographic text will not be translated when community members use the website's translation tool.

WCAG - Accessibility

Images of text should not be used where text can achieve the same purpose.

Color contrast issues.

Possible color blindness issues.



DESIGN

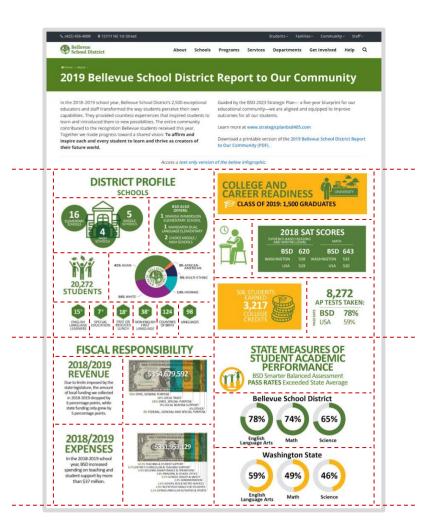
User Experience

Separate the different infographics into image widths that are more compatible with smaller screen width breakpoints.

Desktop: Replicate the single flyer layout using 2 main rows with 2 columns each (plus the internal rows and columns).

Tablet: 4 main rows with 1 column each (plus the internal rows and columns).

Mobile: Same as tablet, but internal rolls and columns stack on top of each other (see last slide).



DESIGN

Publish a text only version of the infographic as a separate page. Link to that page on the main report page. —

Language Access

Content can now be accessed by the website machine translation tool.

WCAG - Accessibility

Content can now be accessed by screen reader technologies.

Text has a high contrast ratio and is black and white.

2019 Bellevue School District Report to Our Community

In the 2018-2019 school year, Bellevue School District's 2,500 exceptional educators and staff transformed the way students perceive their own capabilities. They provided countless experiences that inspired students to learn and introduced them to new possibilities. The entire community contributed to the recognition Bellevue students received this year. Together we made progress toward a shared vision: **To affirm and inspire each and every student to learn and thrive as creators of their future world.** Guided by the BSD 2023 Strategic Plan— a five-year blueprint for our educational community—we are aligned and equipped to improve outcomes for all our students.

Learn more at www.strategicplanbsd405.com

Download a printable version of the 2019 Bellevue School District Report to Our Community (PDF).

Access a text only version of the below infographic.

#Home ightarrow About ightarrow 2019 Bellevue School District Report to Our Community ightarrow

2019 Bellevue School District Report to Our Community Infographic Text

District Profile Schools

In the Bellevue School District, there are:

- 16 Elementary Schools
- 5 Middle Schools
- 4 High Schools

The district also offers:

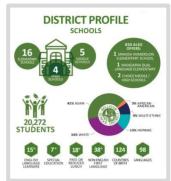
- 1 Spanish Immersion Elementary School
- 1 Mandarin Dual Language Elementary
- 2 Choice Middle / High Schools

There are 20,272 students in the Bellevue School District.

The following demographics apply to these students:

- 41 percent Asian
- 34 percent White
- 3 percent African-American
- 9 percent Multi-Ethnic
- 12 norcont Hispanic

Infographic



Original Infographic

Desktop Layout

Mobile Layout

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20,272 STUDENTS

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8,272

BSD 78%

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2018/2019

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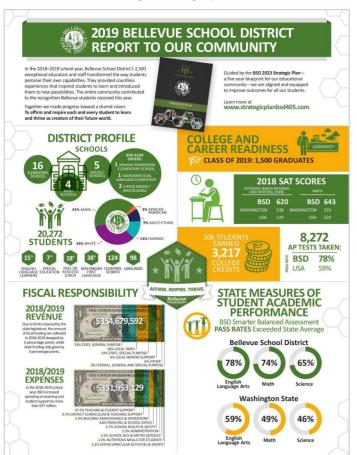
2018/2019

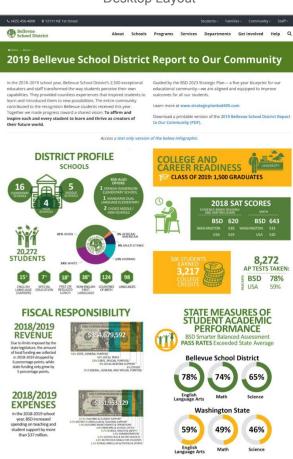
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Thank You