



Report to Our Community Webpage

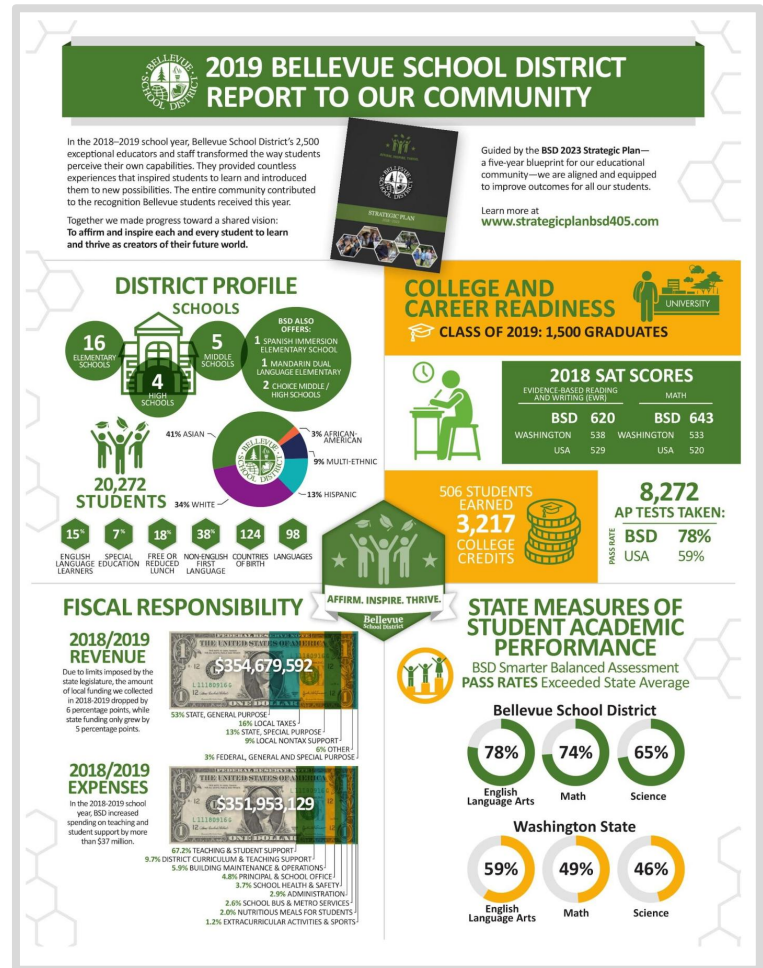
Bellevue School District (BSD) - Chris Sumption

BACKGROUND

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.



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)



PROBLEM

User Experience

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

Language Access

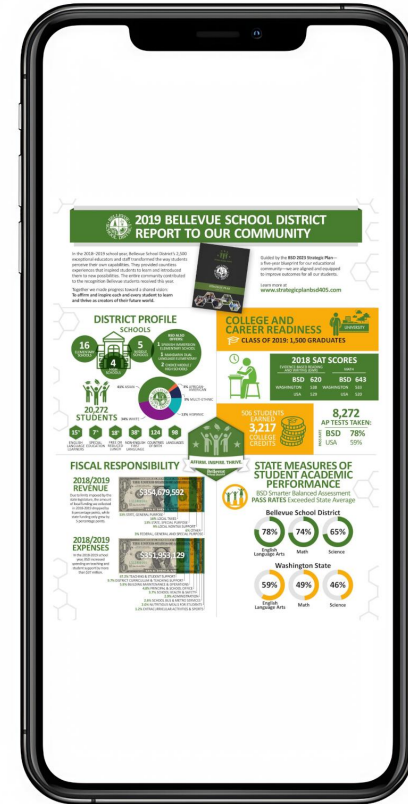
Infographic text will not be translated when community members use the website's translation tool.

WCAG - Accessibility

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

Color contrast issues.

Possible color blindness issues.



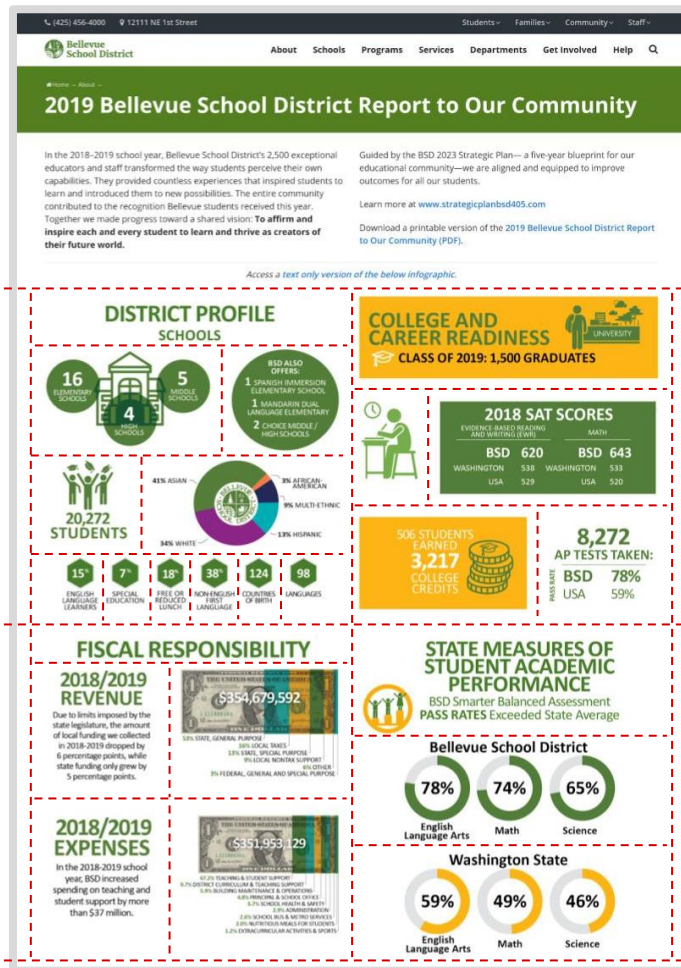
User Experience

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).



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.

Home → About →

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 → About → 2019 Bellevue School District Report to Our Community →

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 percent Hispanic

Infographic

DISTRICT PROFILE SCHOOLS

16 ELEMENTARY SCHOOLS, 5 MIDDLE SCHOOLS, 4 HIGH SCHOOLS

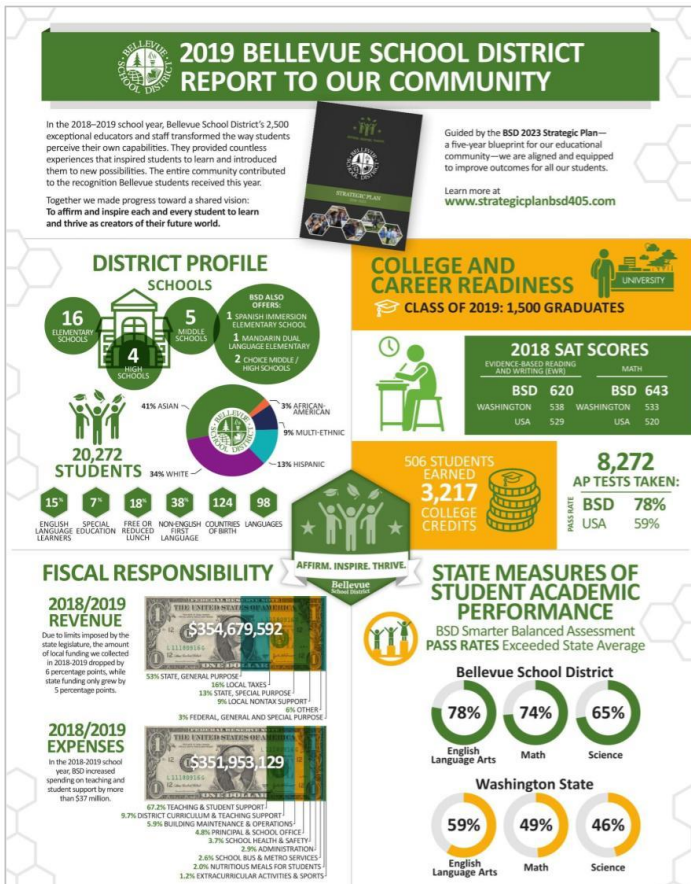
BSD ALSO OFFERS: 1 SPANISH IMMERSION ELEMENTARY SCHOOL, 1 MANDARIN DUAL LANGUAGE ELEMENTARY, 2 CHOICE MIDDLE / HIGH SCHOOLS

20,272 STUDENTS

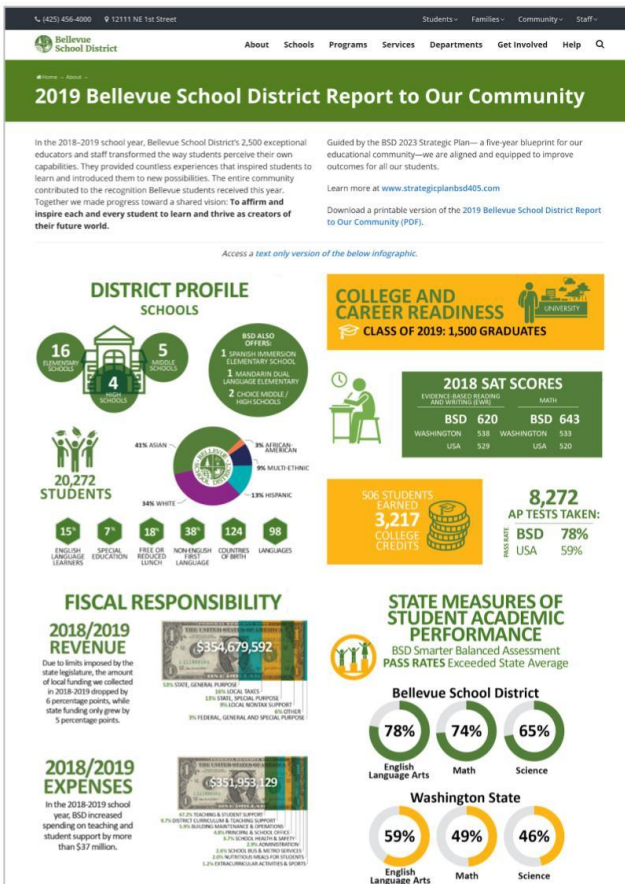
41% ASIAN, 34% WHITE, 3% AFRICAN-AMERICAN, 9% MULTI-ETHNIC, 12% HISPANIC

15% ENGLISH LANGUAGE LEARNERS, 7% SPECIAL LANGUAGE EDUCATION, 18% FREE OR REDUCED LUNCH, 38% NON-ENGLISH FIRST LANGUAGE, 124 COUNTRIES OF BIRTH, 98 LANGUAGES

Original Infographic



Desktop Layout



Mobile Layout





Thank You