

The logo of Bellevue School District is a circular emblem divided into four quadrants by a vertical line. The top-left quadrant features a stylized evergreen tree. The top-right quadrant shows a lit torch with three flames. The bottom-left quadrant depicts a globe with latitude and longitude lines. The bottom-right quadrant illustrates an open book with several pages. The entire logo is rendered in a dark gray color against a black background.

# Content User Experience

Bellevue School District (BSD) - Chris Sumption

# BACKGROUND

## Stakeholder webpage content

### Services We Provide

#### Domain-Specific Services [Grades K – 8]

Students are identified based on academic strength in Literacy (advanced verbal reasoning/advanced reading achievement) or Math (advanced quantitative reasoning/advanced math achievement). Domain-specific services will be provided in the general education classroom in the school where your child is enrolled.

Domain-specific services will continue to roll-up to higher grades each year. During the 2024-25 school year, grade 9 will be added. During the 2025-26 school year, grade 10 will be added.

To learn about recommended instructional options [click here](#).

If your child is attending BSD on an approved [nonresident transfer](#) and is identified as in need of advanced learning, services are only provided through domain-specific services in the general education classroom at the current school setting for which that transfer applies. To learn more about Domain-Specific Services [click here](#).

#### Differentiated/Accelerated Services [Grades 2 – 12]

Differentiated Services are for students identified for the centered program at Cherry Crest, Medina, Somerset, Woodridge, Odle, Tye or Interlake yet wish to remain at their neighborhood or choice school and receive differentiated instruction for highly capable students in the general education classroom. Accelerated Services are for students who were enrolled in self-contained services yet returned to their neighborhood/choice school during middle or high school and receive instruction at a higher grade level in one or more content areas. Carol Tomlinson defines differentiation as a way of teaching in which teachers proactively modify curriculum, teaching methods, resources, learning activities, and student products to address the needs of individual students and/or small groups of students in order to maximize the learning opportunity for each student in the classroom. [Differentiated instruction](#) is offered by adding acceleration, depth, complexity, and novelty into the existing core curriculum where relevant. It is not more work or anything additional. It's doing something different with the content that is being studied. The service delivery is similar to the [Domain Specific Services Model](#) but provided in the core content areas of language arts, math, science and social studies. This service model is for in-district students only. To learn more about Differentiated Services [click here](#).

#### Centered Services – Elementary [Grades 2 – 5]

Centered Services in elementary school provide full day services which provide identified students opportunities to engage in intellectually stimulating endeavors with peers who are identified as in need of advanced learning. Services are provided at one grade level beyond the grade of enrollment, for example, 2nd graders would learn 3rd grade curriculum in the core content areas of language arts, math, science and social studies. Some elementary social studies topics are presented at grade level based upon Washington State requirements.

Purposeful flexible grouping of students has been shown to increase intellectual engagement and qualitatively affect measurable academic growth. Centered Services will provide students opportunities to explore content areas with depth, complexity, and pacing suited to their intellectual abilities.

Services in the math domain are determined by academic performance on curriculum placement tests in grades 2-4. Students are assigned to math classrooms, at appropriate levels, with opportunities for content and process differentiation. This service model is for in-district students only.

District Transportation is provided to the assigned program site. Bus service for Advanced Learning self-contained services is often different than the service within a local school boundary. The optional program boundaries cover a larger geographic area resulting in bus stops that are generally located farther apart, on arterial roads, and at local school sites. Students are automatically assigned a bus stop if they are registered by July 15th for the following school year. Bus stop information will be mailed the week before school.

As students are identified in need of advanced learning services each year, BSD analyzes enrollment patterns and adjusts school assignments to ensure classrooms do not become overcrowded. For this reason, your child may be reassigned to an alternative Advanced Learning site.

Students on an [Attendance Area Transfer](#) will have their placement cancelled if that student qualifies for and accepts self-contained Advanced Learning services. The Advanced Learning department will determine the school assignment.

#### Cherry Crest Elementary

12400 NE 32nd Street  
Bellevue, WA 98005

**Generally serves:** *Ardmore, Bennett, Cherry Crest, Sherwood Forest, and Stevenson*

#### Medina Elementary

8001 NE 8th Street  
Medina, WA 98039

**Generally serves:** *Clyde Hill and Medina*

#### Somerset Elementary

14100 Somerset Blvd. SE  
Bellevue, WA 98006

**Generally serves:** *Newport Heights and Somerset*

#### Woodridge Elementary

12619 SE 20th Place  
Bellevue, WA 98005

**Generally serves:** *Enatai, Lake Hills, Phantom Lake, Spiritridge, and Woodridge*

Students identified as highly capable in grades 2 – 5 have the [option to receive services in their home school](#). Students who choose to receive services in their home school will receive enhanced or extended learning opportunities in their regular classroom (differentiated services).

#### Centered Services – Middle School [Grades 6 – 8]

Centered Services in Middle School are provided to an identified cohort of students in language arts, social studies, math, and science. The Centered Services language arts and social studies curricula emphasize and integrate the use of critical thinking skills in receptive and expressive abilities through the study of various cultural, historic, economic, geographic, and literary perspectives.

The math curriculum follows the district sequence with students accelerated by one year (or more if acceleration occurred in grades 2-4). Extensions and enhancements to the math curriculum are utilized to help students gain a more conceptual understanding of the topics presented. In science, the curriculum prepares students for high school biology in the 8th grade.

The Bellevue School District, and the state of Washington, recognizes that social emotional learning (SEL) model is an integral part of every student's educational experience. Social Emotional Learning (SEL) is broadly understood as a process through which individuals build awareness and skills in managing emotions, setting goals, establishing relationships, and making responsible decisions that support success in school and in life. When we think of educating the whole child, their social and emotional development must be considered as a part of overall instruction. In Bellevue, our schools focus on creating welcoming and inclusive environments that support all students' social emotional development in a culturally responsive way that honors students' histories and cultures can set youth up for long-term success and well-being. This service model is for in-district students only.

District Transportation is provided to the assigned program site. Bus service for Advanced Learning self-contained services is often different than the service within a local school boundary. The optional program boundaries cover a larger geographic area resulting in bus stops that are generally located farther apart, on arterial roads, and at local school sites. Students are automatically assigned a bus stop if they are registered by July 15th for the following school year. Bus stop information will be mailed the week before school.

#### Odle Middle School

502 143rd Avenue NE  
Bellevue, WA 98007

**Generally Serves:** *Ardmore, Bennett, Cherry Crest, Clyde Hill, Enatai, Lake Hills, Medina, Phantom Lake, Sherwood Forest, Spiritridge (North of I-90), Stevenson, and Woodridge (North of I-90)*

#### Tye Middle School

13630 SE Allen Road  
Bellevue, WA 98006

**Generally Serves:** *Newport Heights, Somerset, Spiritridge (South of I-90), and Woodridge (South of I-90)*

Students identified as highly capable in grades 6-8 have the [option to receive services in their home school](#). Students who choose to receive services in their home school will receive enhanced or extended learning opportunities in their regular classroom through differentiated services.

#### Centered Services – High School [Grades 9 – 12]

Through Centered Services in High School, students are grouped in a cohort in the core areas of English, history, science and math. In grades 10 & 11 students enroll in the International Baccalaureate (IB) Program with the goal of completing the IB diploma at the end of the 11th grade.

The International Baccalaureate (IB) Program is recognized as one of the most academically rigorous, college preparatory programs in the world. This highly respected, two-year curriculum focuses on classical liberal arts and sciences and is a challenging educational program designed to prepare students for a wide variety of life options, especially success in college.

At the conclusion of the IB program (12th grade), students participate in internships and attend college level English and Humanities courses with the cohort of identified students. Students may also enroll in additional AP courses and electives to round out their senior year. This service model is for in-district students only.

High school students are [eligible to receive an ORCA card](#) through their school of registration if they live outside the one radial mile walk of such school. At registration time, an ORCA/metro bus pass application will need to be filled out and eligibility verified before the card is given to the student. Routes are updated in August and as routes change.

#### Interlake High School

16245 NE 24th Street, Bellevue, WA 98008

Students identified as highly capable in grades 9-12 have the [option to receive services in their home school](#). Students who choose to receive services in their home school will receive enhanced or extended learning opportunities in their regular classroom through differentiated services.

#### Sibling Policy

*Advanced Learning Services does not have a sibling policy.* Sibling(s) of an Advanced Learning student do not automatically attend the same school. However, sibling(s) of an Advanced Learning student may apply to attend the same school through [Open Transfer](#) as determined by Student Placement.

If the student who is applying has a sibling placed at the requested school through Advanced Learning, the applying sibling will have secondary preference in admission (second-tier) providing that both siblings will attend the school together for a minimum of one year. The incoming sibling must apply through [Open Transfer](#) or submit a [Transfer Request Waitlist application](#) if they wish to invoke sibling preference per [Procedure 3120.1F](#).

#### Twice Exceptional Students: Advanced Learning Students with Disabilities

Bellevue School District's Advanced Learning Office recognizes the importance of identifying and serving all students in need, which includes students receiving special education and 504 accommodations. Advanced Learning works in collaboration with school and special education staff to support twice exceptional students in the following ways:

- Providing accommodations for students during Advanced Learning testing
- Observing students in classes to determine the best accommodations
- Supporting the development of specially designed instructional strategies
- Participating in Individual Education Plan meetings as needed to ensure students' needs for advanced learning services are recognized

Read more about special education services on the [Special Education page](#).

## What informs my user experience editing

**When viewing web content**, it takes people less than two-tenths of a second to form a first impression. People spend about 2.6 seconds scanning a website before focusing on a particular section. (cxl.com)

**The average American** is considered to have a readability level equivalent to a 7th or 8th grader. By not addressing the readability of your content, you could be actively discriminating against users with varying levels of reading ability. (Center for Plain Language)

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

**3.5 percent** of community members that use the BSD website access it in a language other than English. (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. (Washington DSHS)

## Identify challenges with the content

### User Experience

- Content reading level is grade 14
- Little white space, F-shape scanning
- Technical jargon, redundant content

### Language Access

- Ideal reading level should be grade 5 - 8

### WCAG - Accessibility

- Ideal reading level should be grade 5 - 8
- Link text does not clearly explain the destination or purpose of links
- Headings are not being used to create a properly-structured outline of the page

**73**

SENTENCES

**1607**

WORDS

**312**

COMPLEX WORDS

**19.42%**

PERCENT OF COMPLEX WORDS

**22.01**

AVERAGE WORDS PER SENTENCE

**1.74**

AVERAGE SYLLABLES PER WORD

## My user experience edit

### Advanced Learning Services We Provide

We provide Advanced Learning Services at your student's neighborhood school. Programs are also available at schools that may be outside your neighborhood. We work with school and special education staff to support students with disabilities.

### Services at Your Student's Neighborhood School

**Domain-Specific Services (Grades K-8)** are available at your child's neighborhood or Choice School. The district accepts students based on strength in literacy or math. The district will add grade 9 services in the 2024-25 school year. We will add Grade 10 services in the 2025-26 school year.

[Learn More About Domain-Specific Services](#)

**Differentiated Services (Grades 2-12)** are for students accepted into centered services (see below). They have instead decided to remain at their neighborhood or Choice School. Instruction will occur in the general education classroom.

[Learn More About Differentiated Services](#)

**Accelerated Services (Grades 6-12)** are for students enrolled in centered services (see below). They have decided to return to their neighborhood or Choice School during grades 6 through 12. They will receive instruction at a higher grade level in one or more content areas.

[Learn More About Accelerated Services](#)

### Services Available Outside Your Student's Neighborhood

**Centered Services** provide full-day programs with other advanced learning students. They occur at a school that may be outside of your student's neighborhood. The district will provide transportation to the program site. Our services have three grade levels:

- **Grades 2-5:** Learning is typically one grade level higher. The district presents social studies topics at a grade level based upon Washington State requirements. Services are available at: [Cherry Crest](#), [Medina](#), [Somerset](#), and [Woodridge](#).
- **Grades 6 - 8:** Learning includes language arts, social studies, math, and science. Grade levels are dependent on the topic. Services are available at: [Odele](#) and [Tye](#).
- **Grades 9 - 12:** Learning includes English, history, science, and math. Students typically take part in the [International Baccalaureate \(IB\) Program](#), internships, and AP college level classes. Services are available at: [Interlake](#).

[Learn More About Centered Services](#)

Include "Advanced Learning Services" in the H1 for SEO and for when community members land on the page via organic search. Added an introductory paragraph (Repeated "Advanced Learning Services" for SEO), and made the page about summarizing the services versus specific details of each program.

Organize content from the perspective of how the community member views it versus how the organization looks at it. Use a logical heading structure (H1, H2, etc.) for WCAG compliance and to promote a Layer Cake scanning.

### Advanced Learning Students with Disabilities

Advanced Learning works with school and special education staff to help students with:

- Application process and classroom support.
- Specially designed instruction.
- [Individual Education Plan meetings](#).

[Learn More About Special Education Services](#)

### Sibling Policy

Siblings of Advanced Learning students do not automatically attend the same school. They may apply to attend the same school through Open Transfer as decided by Student Placement.

[Learn More About the Open Transfer Process](#)

Shorter paragraphs and more white space for better scannability.

Instead of repeating information, link directly to school contact pages.

Create and link to service specific pages where community members can learn more information. Clearly explain the destination and purpose of links for WCAG compliance.

Before

Reading Level: **GRADE 14**

**73**

SENTENCES

**1607**

WORDS

**312**

COMPLEX WORDS

**19.42%**

PERCENT OF COMPLEX WORDS

**22.01**

AVERAGE WORDS PER SENTENCE

**1.74**

AVERAGE SYLLABLES PER WORD

After

Reading Level: **GRADE 8**

**31**

SENTENCES

**415**

WORDS

**57**

COMPLEX WORDS

**13.73%**

PERCENT OF COMPLEX WORDS

**13.39**

AVERAGE WORDS PER SENTENCE

**1.62**

AVERAGE SYLLABLES PER WORD



Thank You