



CHILD CARE

State Capacity Building Center

Ask Me Anything: Top 10 Actions To Improve Website Design and Content

National Webinar

August 22, 2019

Introductions

- ◆ **Karen Ruprecht**, Child Care State Capacity Building Center
- ◆ **Clem Auyeung**, ICF
- ◆ **Jennifer Drake**, National Center on Parent, Family, and Community Engagement



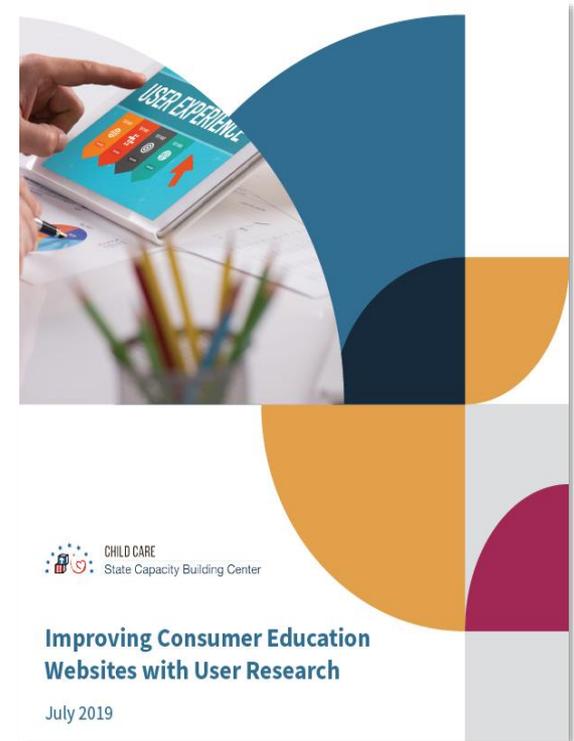
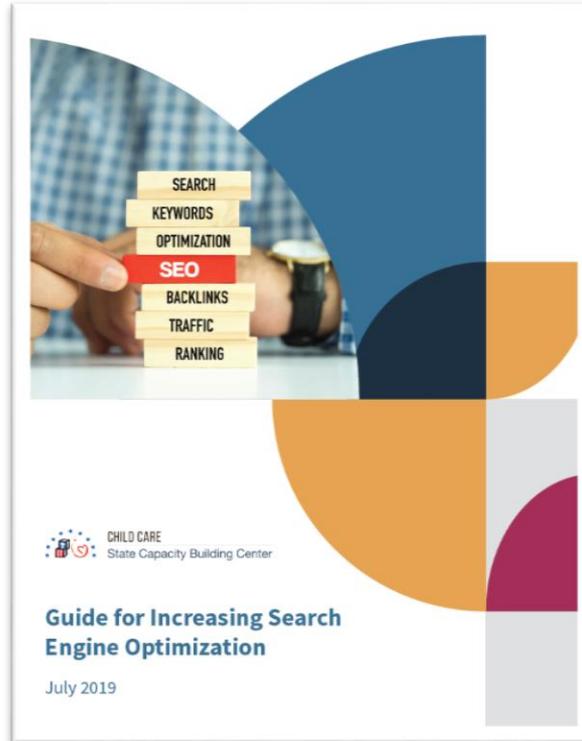
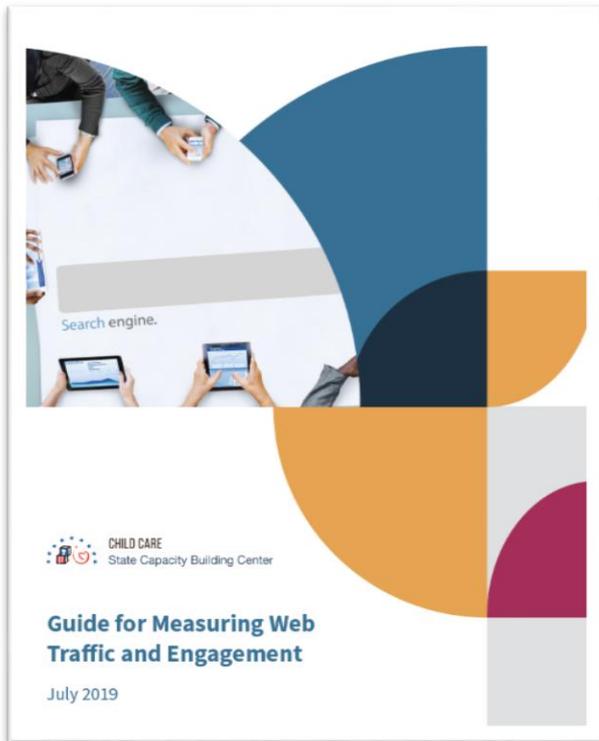


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Questions



Resource Guides



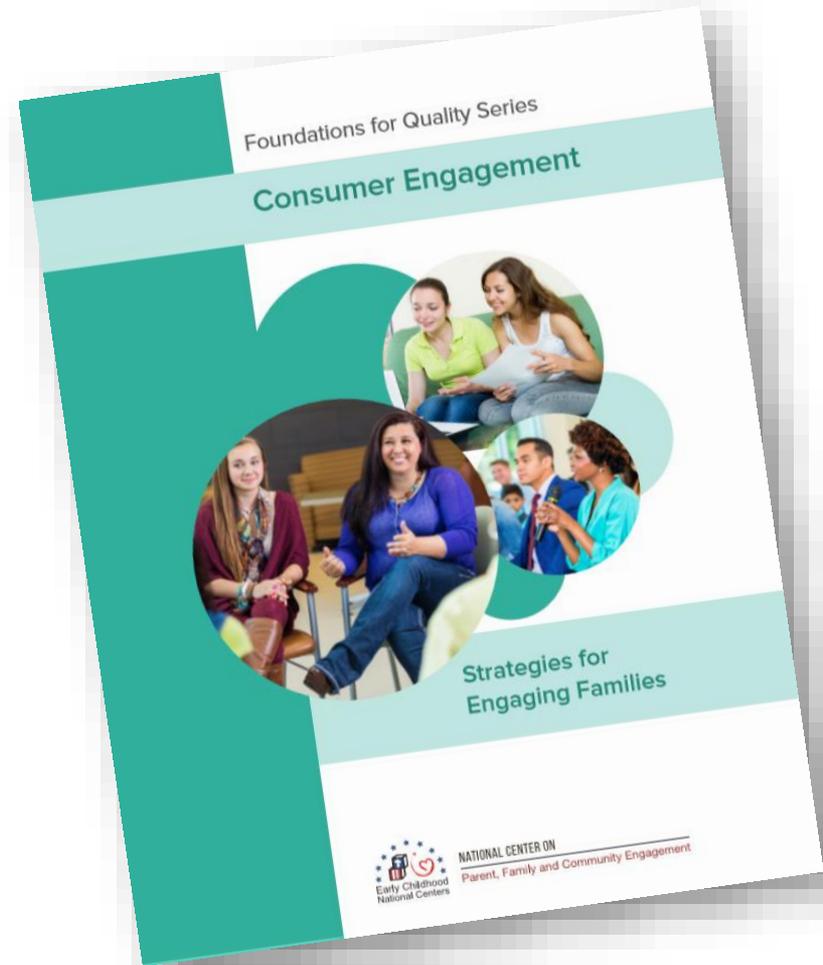
Tracking Social Media



Consumer Engagement: Strategies for Engaging Families

Tips for:

- Including families' voices
- Using Strengths-based Attitudes and Relationship-based Practices
- Ensuring cultural and linguistic responsiveness

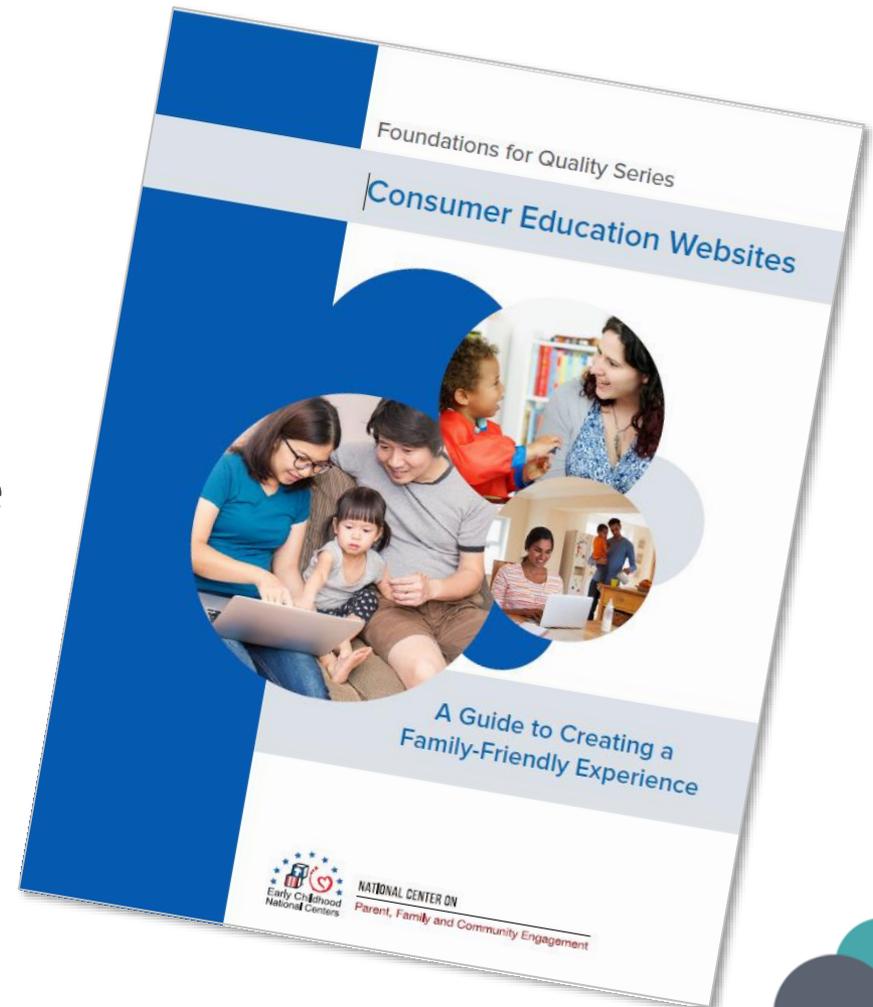


Consumer Education Websites: A Guide to Creating a Family-Friendly Experience

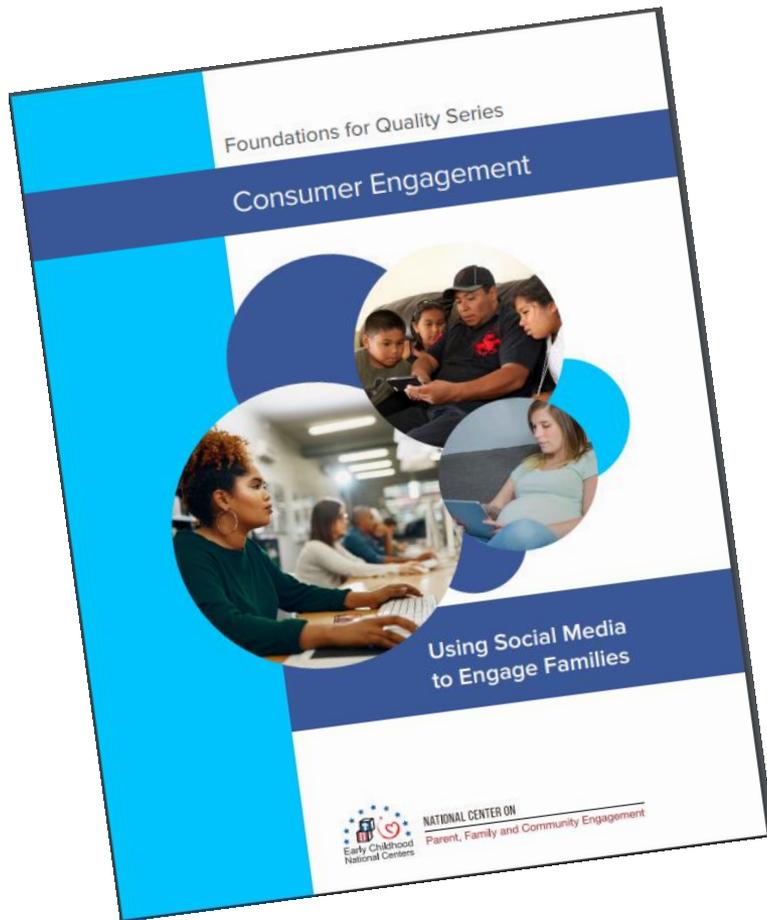
Tips for creating a website that is:

- Easy to understand
- Strengths-based
- Culturally and linguistically responsive
- Easy to use

Includes an assessment tool



Consumer Engagement: Using Social Media to Engage Families



Tips for:

- Matching platforms to your audiences and purposes
- Choosing the best times to post
- Exemplary practices for consumer engagement through social media

Includes an assessment tool

Managing and Developing Website Content



Strategies for Managing and Developing Website Content

- ◆ Develop a core strategy statement
- ◆ Clearly define team roles and responsibilities
- ◆ Define process for creating and publishing content

Evaluating Current Website Content



Resource Summary

- ◆ National Center on Parent, Family, and Community Engagement. (2019). Foundations for quality: A consumer education and engagement series [Web page]. Retrieved from <https://childcareta.acf.hhs.gov/resource/foundations-quality-consumer-education-and-engagement-series>

- ◆ Child Care State Capacity Building Center. Consumer education webinar series [Web page]. Washington, DC: Office of Child Care. Retrieved from <https://childcareta.acf.hhs.gov/consumer-education-webinar-series>
 - **Guide for Measuring Web Traffic and Engagement**

 - **Guide for Increasing Search Engine Optimization**

 - **Improving Consumer Education Websites with User Research**

 - **Designing Websites That Are Accessible For All Families**

 - **Recordings of all Consumer Education Websites Webinars and Question and Answer documents**

Consumer Education Resources

- ◆ Early Childhood Training and Technical Assistance System website:
<https://childcareta.acf.hhs.gov/>
- ◆ Consumer Education Resource Page:
<https://childcareta.acf.hhs.gov/topics/consumer-education>
- ◆ SCBC Consumer Education Webinar Series:
Recordings of each webinar, as well as additional resources on each webinar topic, will be posted here:
<https://childcareta.acf.hhs.gov/consumer-education-webinar-series>

A close-up photograph of a person's hands typing on a laptop keyboard. The image is overlaid with a semi-transparent blue circle in the upper left corner. Inside this circle, the word "Poll" is written in a white, sans-serif font. The background is a blurred office setting with blue lighting.

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Next Hot Topic Webinar

Don't Forget About School-Age Child Care in Your Consumer Education Website!

September 12, 2019, 2:00–3:00 p.m. (ET)

- ◆ **Description:** This webinar will explore data and resources that support school-age child care and will learn about available resources, ways to collaborate with other systems to support school-age child care, and examples of how some states have used their consumer education website to highlight school-age child care options.
- ◆ **Intended audiences:** state and territory CCDF administrators, CCR&R agency staff, early childhood T&TA providers, QI specialists, state and territory marketing and communications staff, and school-age specialists.
- ◆ **Registration link:**
https://ccssn.adobeconnect.com/consumer_ed_after_school_webinar/event/registration.html

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