

Friday, June 30, 2006

Site Strategy

Classroom Toolkit Site Strategy

Our site's strategy is to provide a time-saving plan and a management framework for teachers. This benefits our site's visitors with a value beyond just searching the Internet for an endless supply of unconnected, free materials.

Finding just the "right" materials for a specific lesson takes more time than it saves.

It saves more time to create your own materials, if you have a strategy for reusable templates and generic components.

We offer our materials freely to show teachers how this strategy for saving time actually works.

In addition, our site demonstrates a practical method for integrating technology into instruction. This is a stated goal of almost all school districts and the federal government. However, it is easier to say that the integration of technology is a priority than it is to provide adequate funding for equipment, materials and professional development. We show teachers how to integrate technology without adding another hour or two to their workday. In fact, we show teachers how to save time. Here is the progress that our site recorded for June...

Our site had 1,623 visitors for the month of June

Over 5,296 pages were visited

Page rank for the major search engines were:

Google: 16 pages in the top 30 search results slots with 5 pages receiving a #1 ranking

Yahoo: 15 pages in the top 30 search results slots with 5 pages receiving a #1 ranking

MSN: 16 pages in the top 30 search results slots with 6 pages receiving a #1 ranking

We submitted four proposals to the Texas Computer Education Association (TCEA) concerning the Open Source movement. These coincide with our site and eZine strategy. Here were the topics:

Online Course Publishing with Free Software: How to Manage Moodle(TM) Modules

Teaching to the (Homemade) Test: Creative Strategies for Test Coaching that Motivate and Teach

Templates, Tricks and Technology-Based Time Savers: A Reproducible Instructional Modules How-To

Research and Document Development Strategies: Authorship Cycle Tools and Tricks to use when Simple Word Processing Isn't Enough

We have built the framework for a Moodle(TM) tutorial service

We have redesigned the Classroom Toolkit Newsletter

We received feedback from a trusted friend that our newsletter was too long.

After some experimenting, we have converted a Blog into a newsletter format.

Please feel free to let us know if this new system appeals to you.

Posted by Classroom Toolkit Newsletter in Site Progress at 04:00