Creating a Professional Digital Website
Course Syllabus

Course Description

This course will help educators create a professional Google Sites website while developing an understanding of effective educational website characteristics, communication strategies, and applications. There will be an emphasis on efficient and effective communication between the educator, students, and parents/guardians. Website creation includes ethics and support of diverse learners.

By the end of the course, participants will have created their own website embedded with meaningful content, communication strategies, and information relevant to their specific content and grade.

This course enhances classroom teaching effectiveness and supports improved student outcomes by introducing new knowledge in professional educational website creation, effective communication strategies, and ethical, accessible online engagement.

Course Objectives
At the end of this course you should be able to:

1. Explain the key reasons for using a professional website, including the pros and cons of using Google Suite to build a document hub and website.
2. Apply strategies and techniques to find and organize professional materials for your website.
3. Apply strategies and techniques to create a meaningful professional website homepage.
4. Apply strategies and techniques to add pages and content relevant to your educational purpose, with the emphasis on teacher-to-student and teacher-to-parent/guardian communication.
5. Apply strategies and techniques for using Google Forms with my Google Site to improve student/parent/guardian/stakeholder communication.
6. Integrate tools such as a calendar, videos, and other resources into your website.
7. Find, understand, and apply laws that pertain to using a published website for k-12 education responsibly and ethically, including alt text.
8. Publish and showcase a website that aligns with best practices in regards to usability, accessibility, and professional engagement.

Modules
- Module 1: Introduction to Google Sites and Google Drive Integration, Quiz 1
- Module 2: Finding, Organizing, and Preparing Relevant Material, Quiz 2
- Module 3: The "About Me"/"Home" Page, Themes, Banners, and Images, Quiz 3

- Module 4: Building Pages and Effective Teacher-to-Student/Guardian Communication Strategies, Quiz 4
- Module 5: Google Forms and Communication Strategies, Quiz 5
- Module 6: Adding Google Calendar and Other Tools, Quiz 6
- Module 7: Copyright, Safe Use Laws, Alt Text, and More, Quiz 7
- Module 8: Publishing and Sharing Your Website, Quiz 8

Grading

Each quiz must be passed at an 80% or higher (three attempts allowed).

Format

This is a self-paced, asynchronous (no required live meetings) course. Throughout the PD course, you will find it helpful to take notes along the way to assist with the quizzes. Within each module, you will find reflection assessments that are not graded but will help in your journey through the course. There is an interactive forum in the course to help you connect with peers and instructors, share ideas, and collaborate on best practices throughout your learning journey.