

Cape Elizabeth School Department
New Program/Position Proposal
FY 20

SCHOOL/DEPT:	Superintendent's Office
SUBMITTED BY:	Donna Wolfrom
PROPOSAL NAME:	
DESCRIPTION OF PROPOSAL:	Funding for new website design
JUSTIFICATION (HOW PROPOSAL SUPPORTS DISTRICT'S 5-YEAR PLAN with SUPPORTING DATA):	Marketing and communication are becoming more and more important for school districts. It is important that our website be attractive, user friendly, and that information about our district be readily available to our citizens and to families who are interested in attending our district schools.
GOALS AND EXPECTED BENEFITS:	A new website would be more user friendly to those within and outside of our district, providing with users with information about our district that is more readily attained.
CONSEQUENCES OF NON-APPROVAL:	We would continue to use the same district website and receive complaints. Families might decide not attend our district based on the website.
LOWER COST ALTERNATIVE (IF APPLICABLE):	
RESOURCES REQUIRED (LIST AND COST OF STAFF/MATERIALS/SPACE):	\$15,000 for website design and management
IS PROPOSAL TO BE FUNDED WITH NEW FUNDS OR A REALLOCATION OF EXISTING FUNDS? IF NEW, LIST ACCOUNT CODE(S) TO BE USED. IF A REALLOCATION, LIST CURRENT ACCOUNT CODES(S).	New Funds Acct.# 9070-7351