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Republic of the Philippines
Department of Education

Region 1

SCHOOLS DIVISION OF CITY OF SAN FERNANDO (LA UNION)

JAN 30 2025

DIVISION MEMORANDUM

No.: 061 s. 2025

TO Assistant Schools Division Superintendent
Chief Education Supervisors
All Public Elementary and Secondary School Heads

FROM **SHEILA MARIE A. PRIMICIAS**
Schools Division Superintendent

SUBJECT **CREATION AND COMPOSITION OF SCHOOL WEBSITE DEVELOPMENT TEAM**

DATE January 30, 2025

Particulars

1. Relative to Division Memorandum No. 50 s. 2025 on School Website Development and as part of the SDO's ongoing efforts to enhance school's digital presence and improve communication with students, parents, and the community, the SDO through the **Project WISE-SMP** (*Web-based Information System for Education*) - *School Management Portal*, request **all schools to form their School Website Development Team.**
2. The primary goal of the team is to create a modern, functional, and aesthetically pleasing website that reflects the school's values, provides necessary information to all stakeholders, and promotes school activities and achievements.
3. The team should consist of the following members and carry out the assigned tasks.

Team Composition	Roles/Tasks
Over-all Leader	The School Head should act as the overall leader of the website development team. <ul style="list-style-type: none"> • He/she is responsible for providing clear vision and direction for the project. • Their role includes overseeing the planning and execution of the website, ensuring it aligns with the school's goals and objectives. • They also serve as the primary decision-maker, guiding the team, resolving issues, and ensuring effective communication between all stakeholders.



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Team Composition	Roles/Tasks
Website Developer (WISE-SMP Trainees)	<ul style="list-style-type: none">• The School Head plays a crucial role in fostering collaboration, motivating the team, and ensuring the final website meets the needs of the school community. <p>A website developer is responsible for the technical construction and functionality of the website.</p> <ul style="list-style-type: none">• They are responsible in developing the website using the WIX apps and embed necessary add-ons.• Implement interactive features, such as forms, animations, and content management systems (CMS).• Ensure the website is responsive and functions across various browsers and devices.• Optimize the site for performance (fast load times, proper coding practices).• Troubleshoot and resolve technical issues as they arise.
Information Officer	<p>The information officer ensures the website's content is accurate, current, and aligns with the school's overall strategy.</p> <ul style="list-style-type: none">• Gather, organize, and manage the content that will be presented on the website.• Ensure that data, statistics, or information shared on the site is reliable and up-to-date.• Coordinate with other departments to get the necessary content and ensure it meets the school's goals.• Monitor the website's analytics and content performance.• Ensure that content aligns with compliance or regulatory standards if needed (e.g., data protection, copyright).
Writer /Content Creator	<p>The writer is responsible for producing the textual content that will appear on the website.</p>



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Team Composition	Roles/Tasks
	<ul style="list-style-type: none">• Write clear and engaging contents for the website.• Work with other team members to align content with the website's purpose, tone, and audience.• Edit and proofread content to ensure that it is error-free, consistent, and aligned with school messaging.• Collaborate with designers to integrate text with visuals seamlessly.
Videographer and/or Photographer	<p>A videographer and/or photographer focuses on the creation, capturing/filming, and editing of videos/pictures that are to be used on the website.</p> <ul style="list-style-type: none">• Shoot, edit, and produce videos / pictures for the website.• Ensure videos/pictures are optimized for web performance (quality vs. file size).• Work closely with the web design and content teams to align video/picture content with the website's visual and functional needs.• Manage video/picture storage, streaming, and integration into the site.
Layout Artist or Web Designer	<p>The layout artist, or web designer, is responsible for the visual design and overall aesthetic of the website.</p> <ul style="list-style-type: none">• Design the layout of the website, including color schemes, typography, imagery, and the arrangement of elements on each page.• Ensure the design is user-friendly, visually appealing, and aligned with the brand's identity.• Work with the website developer to ensure the design is responsive, adapting well to different devices and screen sizes.



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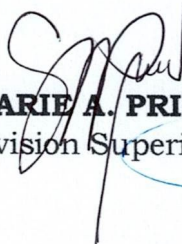
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Team Composition	Roles/Tasks
	<ul style="list-style-type: none">• Design User Interface (UI) and User Experience (UX) elements like buttons, forms, and navigation.

4. Schools are requested to assign alternates for the members of the team, however, they should be trained through school LAC sessions or INSET.
5. For monitoring purposes, all schools are encouraged to submit a hardcopy of the Website Development Team composition on or before **February 3, 2025** to the SGOD Office using the attached template.
6. For your information, guidance, and compliance.


SHEILA MARIE A. PRIMICIAS
Schools Division Superintendent



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SCHOOL WEBSITE DEVELOPMENT TEAM

School: _____ **School ID:** _____ **School Head:** _____

Team Composition	Complete Name	DepEd E-mail Address
Over-all Leader		
Website Developer (WISE-SMP Trainees)		
Information Officer		
Writer /Content Creator		
Videographer and/or Photographer		
Layout Artist or Web Designer		

Prepared by:

School Head
(Signature Over Printed Name)