Media Release

CCSD Launches Newly Redesigned Website

Office of Strategy and Communications

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Charleston, SC — Charleston County School District (CCSD) is pleased and excited to announce the launch of its newly redesigned website. The Office of Strategy and Communications managed the project, which strives to provide a modernized digital platform to communicate and share relevant CCSD news, information, and events.

The website was designed with the goal of creating a clear and accessible interface, which has the capacity to showcase our district. The District has placed an emphasis on technology, and all individual school websites have been updated and made more responsive over the past year.

"Having the ability to communicate with our students, staff, and parents in a timely manner is a major priority in our District," said Erica S. Taylor, Executive Director of Strategy and Communications. "It is imperative in today's environment to have dynamic media platforms available to reach those we serve."

The website focuses on using power imagery and video to convey its message. A new interactive contact us and feedback feature gives visitors the ability to directly communicate with CCSD departments and staff. "We want people to feel comfortable providing feedback to us," said Taylor. "We now have the ability to drive information directly to specific departments, better enabling us to reply in a timely manner."

This is the first time the District has overhauled its website in several years.

"Our department took a hands-on approach to the redesign," Taylor added. "We reviewed best practices, analyzed web traffic data, created our own design mockups, including looking at hundreds of other district websites to ensure we were creating a high-quality product for all CCSD stakeholders."

The site is now live. Visit www.ccsdschools.com to check it out!

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About the Charleston County School District

Charleston County School District (CCSD) is the second largest school system in South Carolina representing a unique blend of urban, suburban, and rural schools that span 1,000 square miles along the coast. CCSD serves more than 50,000 students in 86 schools and several specialized programs. With approximately 6,100 employees district-wide, CCSD is the fourth largest employer in the region.

CCSD offers a diverse, expanding portfolio of options and specialized programs, delivered through neighborhood, charter, magnet, IB (international baccalaureate), and Montessori schools, and is divided into three Learning Communities led by associate superintendents. Options include specialized programs in science, engineering and mathematics; liberal arts; music and other creative and performing arts; career and technical preparation programs; and military and other public service enterprises.