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Paradise Valley School District Increases Visitor Engagement with New Site

Orange, CALIF. (July 23rd, 2019) - 360Civic, an Orange County based company that provides web development and technology services to public sector entities, recently completed and launched a brand new district website for Paradise Valley School District and its individual schools.

The site boasts a new-look design and improved navigation to help students, parents and other visitors quickly find the information they need about the District or their respective schools. It will also adjust more efficiently to accommodate mobile phone and handheld device users.

"Our website was becoming outdated and inefficient for users, and the CMS was too clunky and restrictive. We turned to 360Civic to move our site to Drupal and upgrade to a fresh, custom interface. And they did this all within a very short time frame," says Andrew Gilstrap, PVUSD's Website Marketing Specialist. "Since we re-launched the site, 360Civic has been very responsive in making sure our CMS is functional for all of our users while helping us improve the site in ways we previously couldn't imagine."

Paradise Valley School District's original website was built on a templated Blackboard system. The District was looking for a new platform to reduce costs, enhance functionality, and accommodate over 1,000 pages and more than 40 school websites. The District selected 360Civic to provide a comprehensive website redesign and implementation of a Drupal-based content management system that would make it easy for content contributors to add, delete and revise content as needed.

After interviewing and collaborating with members directly from the school district, 360Civic created a vibrant new design, and added or updated content throughout the site. Thousands of pages, forms and documents were checked and migrated into a new customized website for both the district and its multiple schools.

This is yet another project 360Civic has worked on to help a school district migrate from Blackboard to a more flexible and user-friendly platform.

"360Civic is experienced converting major school systems from templated-based, subscription services like Blackboard. When our clients are ready to switch to an open-source, robust CMS system, we can provide the professional design, content migration and creation they need to make the change seamless," says 360Civic Chief Strategist, Ron Zayas. "Our clients typically see the improved web analytics PVUSD is experiencing, plus a substantial decrease in costs. In addition, they get the flexibility to grow in practically any way their websites and mobile apps need to go to meet student, educator and parent needs."

After only one week of launching the new website, Paradise Valley is already experiencing a 78% increase in page views, 60% session time increase, and a decrease in bounce rate from 58% to 27%, well past the goal of under 40%.



For more information on 360Civic, visit www.360Civic.com and find 360Civic on [Facebook](#), [LinkedIn](#) and [Twitter](#).

About 360 BC Group, Inc.: 360 operates worldwide with leading brands in three business areas: [360Biz](#), [360Civic](#), and 360Circuits. Founded in 2004, the minority owned 360 group holds a top market position in California for designing comprehensive websites for both the public and private sector, ranging from small businesses to large Fortune 500 companies and municipalities. 360 also provides a full suite of marketing services for high-technology industries through our dedicated teams across multiple creative, technological and security specialties. For more information, visit www.360bcgroup.com.

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