



workingartsTM

marketing, inc

CASE STUDY

Sherman Thomas Charter Schools

Workingarts partnered with Sherman Thomas Charter Schools to address a fractured digital presence and improve stakeholder communication. The result: a streamlined, mobile-first website that empowers community engagement and builds institutional credibility.

THE CHALLENGE WAS TWOFOLD:

- **Restore Trust Through Clarity:** The original website lacked essential content, had broken navigation, and delivered a confusing user experience. Families, staff, and prospective parents couldn't find the information they needed—undermining confidence in the school's credibility and professionalism.
- **Create a Functional, Mobile-First Platform:** With most families accessing school resources via smartphones, the new site needed to be intuitive, responsive, and inclusive—delivering key tools and information in three taps or fewer, and offering bilingual support to reflect the school's community.

CHALLENGES & IDEAS

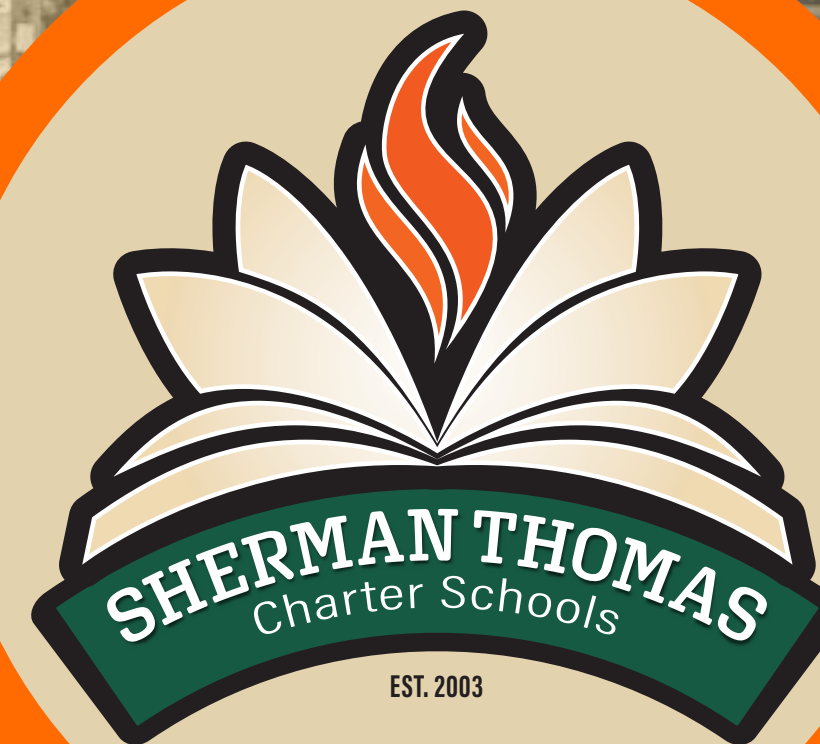
Broken navigation and missing content eroded trust and discouraged parent engagement.

Generic CMS limitations (Finalsite, Blackboard) prevented STCS from using modern tools or maintaining updates without technical help.

Low visibility of board, staff, and schedules contributed to a fragmented community experience.

We noticed issues like empty pages, broken search, and outdated staff directories. This wasn't just poor design—it was lost opportunity.

UNIFIED
BRANDING



GENERIC

CMS

LIMITATIONS



THE BREAKTHROUGH

The breakthrough came when we stopped treating the website like a static brochure and **reimagined it as a living, service-oriented platform** that reflects the soul of the school.

- **A streamlined homepage architecture** prioritized quick access to high-need content like enrollment, calendars, and staff directories.
- **Bilingual toggles and meaningful URLs** replaced cryptic links and missing content, making the site intuitive and accessible for all families.
- **A clean, mobile-first design emphasized trust, transparency, and professionalism** — without the institutional coldness that often defines school websites.

The result was a digital presence that restored credibility, reflected the school's values, and empowered families to engage confidently and consistently.

IMPLEMENTATION & REFINEMENT

With a clear vision in place, we focused on building a site that was functional, secure, and easy to manage. Every feature was chosen to improve clarity, accessibility, and trust.

Key improvements included:

- **Migrated to WordPress + WPEngine** for speed and flexibility
- **Created a brand** for the Schools, with a unifying logo and brand guide
- **Replaced generic URLs** with descriptive slugs
- **Integrated bilingual toggles and mobile optimization**
- **Included secure forms, calendar tools, and clean navigation**
- **Enabled daily backups** for rapid recovery

These refinements created a reliable, modern site that meets families where they are — on their phones, looking for answers fast.

*RESPONSIVE DESIGN
MEETS CLIENTS
WHERE THEY ARE*



THE OUTCOME

Sherman Thomas Charter Schools now has a **modern, mobile-friendly website that supports trust, transparency**, and two-way communication. The clean structure, responsive design, and ongoing support from Workingarts create a digital presence as resilient and forward-thinking as the school itself.

- **Community Confidence:** The redesign replaced confusion with clarity, restoring trust in the school's digital presence.
- **Mobile Accessibility:** The site functions seamlessly across devices, meeting families where they are—on their phones.
- **Improved Engagement:** Clean navigation, bilingual support, and AI-enhanced tools now invite interaction, not frustration.

Through thoughtful design and a commitment to real-world usability, we created a site that supports the school's mission and strengthens its connection to the community.

**YOUR SCHOOL DESERVES A WEBSITE
THAT SHOWS UP LIKE YOU DO.
LET'S TALK.**



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