ANGE

CATHOLIC UNIVERSITY OF PARIS

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O6 – THE ANGE WEBSITE

This study was conducted as part of the ERASMUS+ ANGE strategic partnership project (Ancrage du numérique dans la gouvernance des établissements www.classlab-ange.eu).

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The presentation of the website of the ANGE project and its various stages of development presented in this output 06 – *Creation of a Website* was carried out under the coordination of the Catholic University of Paris (France) in joint writing with the partners of the ANGE project.

AECG (Association de l'Enseignement Catholique de Gironde) - France
Craiova University-Romania
Paul Claudel d'Hulst School, Paris-France
Rakovski School, Bourgas-Bulgaria
Salamanca University -Espagne
Zawm St. Vith School -Belgique
Novida Loimaa School-Finlande

A CEGEP in eastern Quebec (La Pocatière), recognized for its quality, excellence and sense of innovation, is a partner in the project for its high added value in the anchoring of digital technology and governance.

The ANGE project was launched on September 1, 2017 and will end on December 31, 2020 and targets two priorities:

1- Promoting more open, more innovative education systems, more anchored in the digital age.
2- Reinforce the profiles of teaching professions through training and development of professional skills of all stakeholders (school heads, teachers).

This project proposes to respond to the encouragement of the creation of networks and communities of practice focused on learning in order to pave the way for innovation at the European level. It builds on the specific skills of each country and each institution participating in the project in the field of digital technology, in order to create a team of European trainers competent in this field and a coaching between European institutions.

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STEP 1: A dream of an innovative platform

The *Atelier du numérique* of the Digital Humanities and Educational Innovations Department of the catholic University of Paris (hereafter called ADN) has been commissioned within the framework of the ANGE project to design and animate a website/platform of online resources.

The 3 axes of reflection which were brought to light are the following:

1- Definition of what the site should contain

All of these reflections were carried out upstream, ie. before the organization of the first transnational meeting (Kick-Off Meeting in Salamanca, Spain in November 2017), in order to present the first elements of work to the project partners.

Like any project website, it must contain elements relating to the conduct of activities (meetings, think-tanks, webinars, etc.). However, the proposal that is initially made to the partners is clearly part of a dynamic that is that of the Digital Humanities: to deploy a platform making an inventory of pedagogical innovations around the governance of schools and calling for collaboration between secondary and university teachers (the case of the Lycée Pilote Innovant International - LP2i - in Poitiers is often cited as a reference). Elements relating to the conduct of ANGE project activities, without being neglected, should be marginalized.

The site would then clearly take the form of a platform with two entrances. The first would lead to the discovery of innovations geolocalized on a map and filterable using a semantic search engine. The other aspect of the site would be an access link to the life of the project, containing meeting reports, deliverables, photos and video recordings, all organized on a chronological frieze. However, we do not wish to build on this dimension, as the project leader and partners are willing to use the Erasmus+ eTwinning Agency platform to share and disseminate documents.

2- Definition of the functioning of the site and the appropriate technological needs

Quite quickly and given the technical inability that partners would have to administer a complex site, the choice to use *Wordpress CMS* (Content Management System) technology and its integrated plugins makes sense.

3- Preparation of the functional model

Mockups (models - prototypes) of an online platform project are prepared and presented to the partners during the first transnational meeting of the project who prefer a development oriented towards a traditional website organized around a Home Page and a tabbed tree structure.

In the meantime, the URL of the site, the logo, as well as the graphic charter are determined guiding a number of choices in terms of interface design.

STEP 2: From dream to reality

A site architecture based on 5 axes:

1- The presentation of the 4 experimental classlabs gathered for the project
2- A space for archiving and presentation of productions (or deliverables)
3- A space to present the meetings/activities of the project
4- A space containing tools for innovation and training
5- A space oriented towards the promotion/communication of the project (with links to social networks)
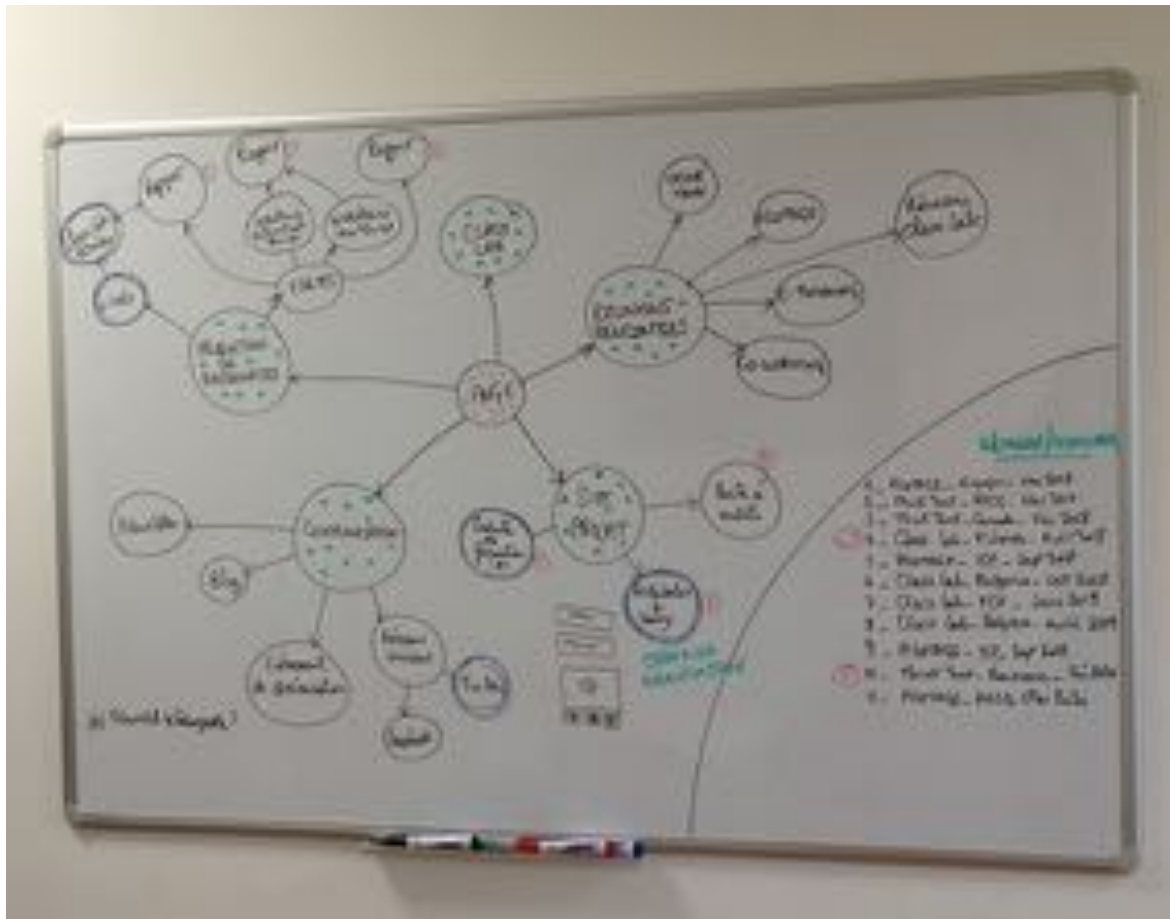
After a first brainstorming step consisting in synthesizing the general functioning of the ANGE project's website, the ADN proposes a site architecture schema:
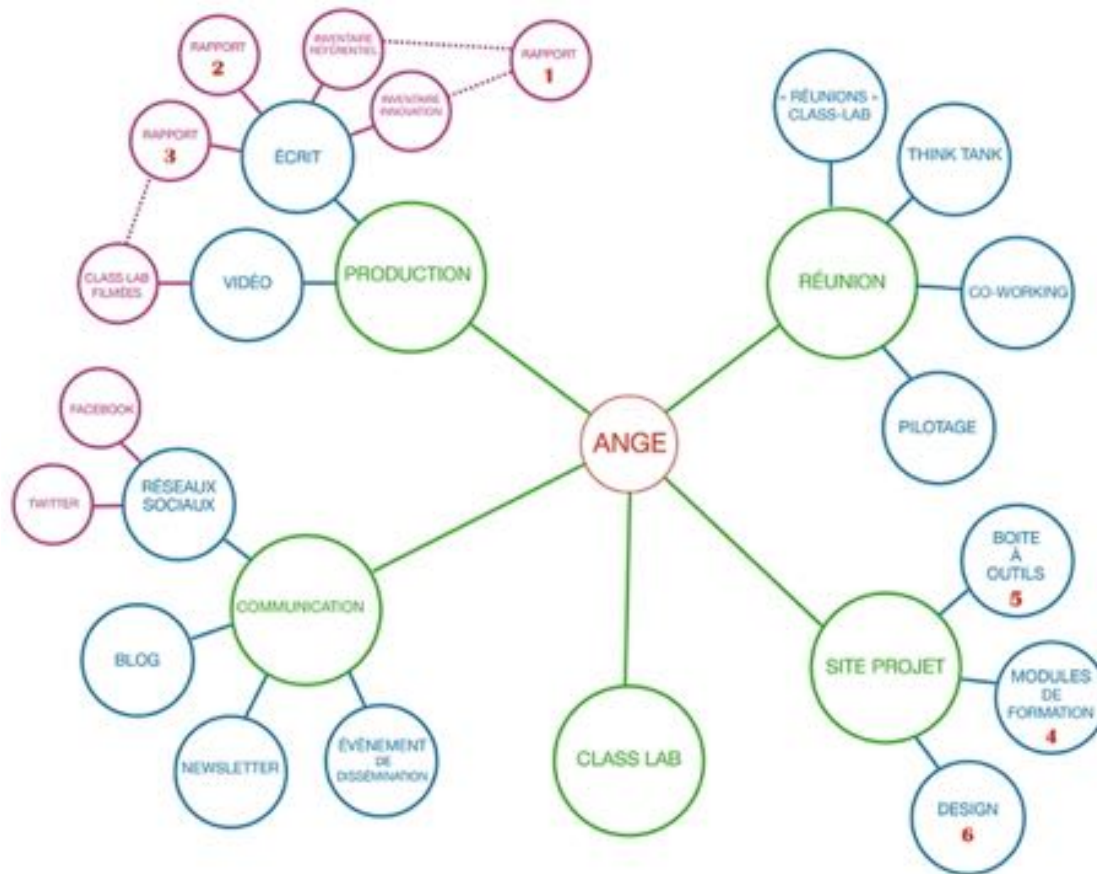
The development of the site under *Wordpress* having been ratified, the choice of technology now requires to deal with the question of the general design of the site. The second step, after the definition of the architecture, consists in choosing a template (in Responsive Design so that the site can be consulted ATAWAD) with an intuitive navigation. Participants must also be able to feed the site. Thus, a space for identification and connection to the site is provided. Finally, a semantic search engine is integrated.

The spirit of the site www.classlab-ange.eu in its first version

A first functional model is presented to the partners during the second meeting of the project in Bordeaux in January 2018. Most of the choices are ratified. The only idea of an entry on the site by map, putting too clearly forward the classlabs to the detriment of the question of governance, which is at the heart of the project, is discarded in favor of a classic Home Page with an illustration and general information.

The map will be kept presenting the partners (access is made possible via the "partners" tab). While the chronological frieze technology - which was initially intended to present all the project activities - is kept with the same objective, but under a specific tab entitled "project life" which does not compile all the project activity (the deliverables, for e.g., have their tab in the form of the mention "intellectual productions").

STEP 3: Launch of the site and social networks

The site opens in February 2018. Technological choices and steps include:

- Installation of the *Wordpress CMS*
- Provision of OVH hosting - 100 Gb shared HDD - PHP 7

- Purchase of the domain name " classlab-ange.eu ".
- Purchase and installation of a responsive optimized Template
- Integration of a cartographic module - GoogleMap API
- Creation of tree structures and content integration
- Purchase and installation of a bilingual French/English WPML module
- Integration of a semantic search engine
- Setting up email addresses for contributors' participation in the site feed
- Purchase and installation of a timeline module for the presentation of the life of the project: Cool Timeline Pro then Timeline JS.
- Purchase and installation of an image optimization module: Imagify
- Purchase and installation of a cache management module: WP Rocket
- Installation and configuration of a SEO module (optimization of the website's discoverability): Yoast SEO
- Implementation of a virtual infrastructure for DNS optimization via Cloudflare
- Optimization/smoothing of the typographical fonts of the site using GoogleFonts.

From the point of view of the design and uses of the website:

- The site was deployed using the *Wordpress CMS* which offers many advantages, notably to allow the modification of its tree structure as easily as possible without encountering too many difficulties (even if such an operation is never without consequences, notably from the point of view of page names that change or for the management of the French-English bilingual module since the site is bilingual). The Wordpress CMS is also multi-user-rice.

- The site uses a Template (or template) in responsive design that allows consultation on a computer, tablet or smartphone with adaptation of the contents to the size of the screen.

- The name of the site (classlab-ange.eu) has been carefully and judiciously chosen to identify the project ("ange"), its purpose ("classlab" methodology) and its status as a European project (with the use of ".eu").

- The page URLs, tags and SEO tags have been carefully chosen and optimized for readability, data circulation and sharing (e.g. the URL of the "watch and search" page in the "resources" menu: http://classlab-ange.eu/ressources/veilles_recherches/).

- The paths in the tree structure have been optimized to access all the elements in 1 or, more rarely, 2 clicks (e.g. access to the "watch and search" page is accessible in 1 click from the home page).

- The main information of each page is visible after each click.

- The European dimension of the project is made visible from the header and the footer (banner or lower area of the page) with the presence of a logo or a mention.

- The site contains direct access to the social networks associated with the project (Facebook, Linkedin, Twitter, Youtube). The tabs are permanently accessible in the header.

- The site allows user authentication for each contributor. This tab is permanently accessible in the header.

- The site is equipped with a semantic search engine. This tab is permanently accessible in the header.

- The site is bilingual French-English. The passage from a page in one language to another in another language is done by a simple click in the header on the French or English flag).

- The home page opens with a looped video that shows the dynamic and innovative nature of the project.

- The mention "ANGE / Anchoring the Digital in the Governance of Institutions" is visible continuously in the header (banner or upper area of the page) and on the video of the home page.

- The pages are all optimized for quick access and consultation (optimized weight of photos; streaming of video streams from Youtube rather than offering downloads from the page; easy downloading of .pdf files with a single click)

- The site works like all sites today, according to a scrolling principle (down/up) allowing access to different blocks of content on the same page, thus avoiding numerous clicks.

- The site is the subject of a referencing optimized for the search engines and in particular Google which is the most used. Carefully chosen keywords are positioned

in the text blocks on the pages. The ranking (discoverability score) of the pages of the site (position in search engine queries) is reinforced by the presence of additional keywords, descriptors and text blocks in the backoffice of the site (only visible and accessible by the administrators) thanks to the installation of Yoast SEO.

- One page of the site is entirely dedicated to the presentation of the project's life. It takes the form of a chronological frieze allowing to realize, at a glance, the project activity and the densification of this activity as the project progresses. It then allows you to enter each stage of the project (transnational meeting, training, think thank or conference) and to consult the details (summary, report, slide show or video recording). This page uses an agile and flexible module that can be modified, completed and corrected in real time by the project members and the site management team without any prior knowledge of web development.

- The partners' presentation page is enriched with a dynamic map allowing to realize, at a glance, the international dimension of the project: Europe is very widely represented with countries from Western and Eastern Europe, North and South, while the consortium is enriched with a Quebec partner.

- A "media" page gives an account of the project's notoriety: press articles or radio spots.

- A space is dedicated to the sharing of the project's productions.

A last space is dedicated to the sharing of resources discovered or used by the members of the project: in particular other reference resource sites.

Usage instructions to partners:

- Recommendation was made to all partner members of the ANGE project to mention the project on their websites and in the communication of the institution with a hyperlink to the project website.

- All members of the partner teams can benefit from an individualized access to the site to feed it and publish information. To do so, they must click / connect to the site via a module accessible from the home page (top right). All they need is a login and a password.
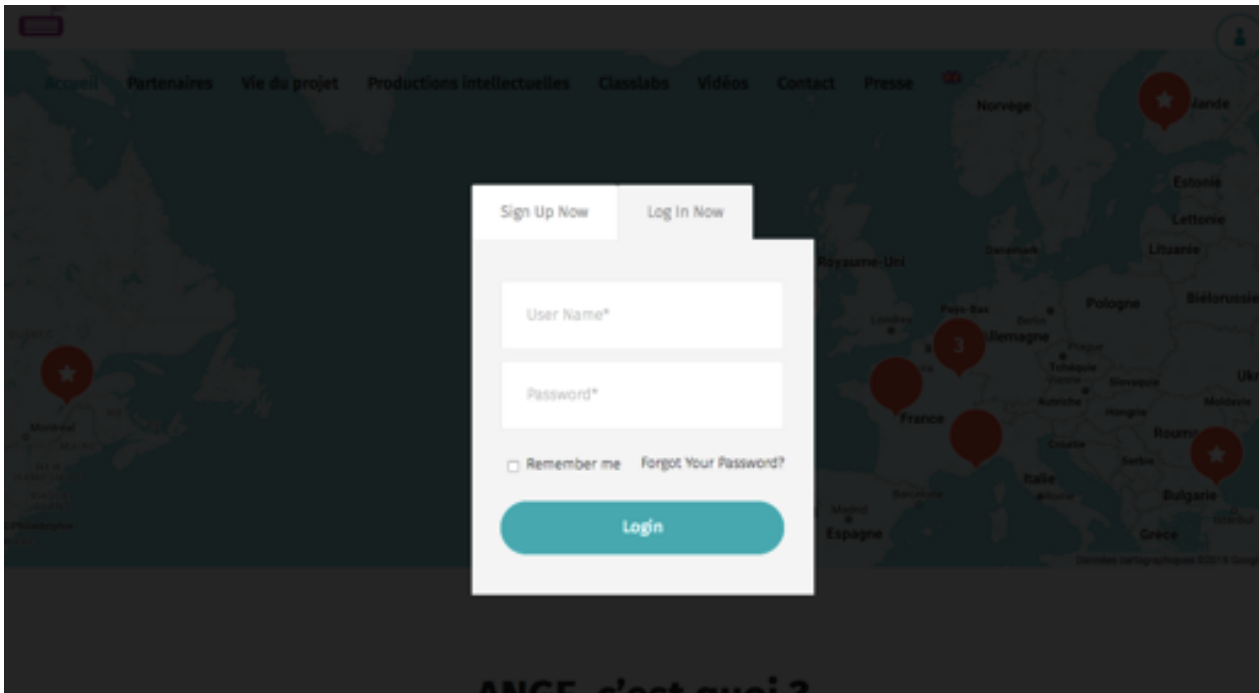
Login to the ANGE website

- Any publication on the site is carried out in the Backoffice (workspace invisible to the site visitor) and is subject to control and moderation by the site managers (ADN team) who ensure any corrections, enrichment (semantic data to facilitate and improve page-ranking on search engines), then publication (in the so-called front-office space accessible and visible to anyone visiting the site from the Internet).

- A publication on the ANGE site will concern: the enrichment of the "project life" space (http://classlab-ange.eu/vieduprojet/) in which are indicated all the meetings and events that are held in connection with the project; it can also be an enrichment by the classlabs of the pages dedicated to their experiments; it can be the publication of "intellectual productions" (http://classlab-ange. eu/intellectual productions/); it can be the addition of "resources" in the dedicated area (tools, articles, reference website, etc.); it can finally be the publication of short or current events following a media passage (newspaper, radio, etc.) in which one of the partners will have spoken about ANGE.

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- All the data and information that can be communicated and valorizing the ANGE project (presentation of classlabs, research results, presence of the project in the media, etc.) is accessible on the site. All the elements and working tools for the partners are gathered in the e-twinning space. At least, this is how the distinction was made between these two online spaces of the ANGE project.

View of the home page

All members of the project are also called, in parallel, to follow and participate in the animation of the ANGE pages on social networks: Twitter, Facebook and Linkedin. In this respect, there are distinct and complementary uses of social networks: Twitter essentially allows the project to be promoted during meetings, to publicize events (think tank, study days, etc.), to promote the project in the media and to promote the project in the public domain (think tank, study days, etc.).) or the presentation of results from the project; Facebook is more of a place to exchange on discoveries enriching the ANGE project, in connection with the project's themes (website evoking pedagogical innovations, online article on the issue of governance, etc.); Linkedin is finally a space for interpersonal communication between education professionals concerned with the issue of innovation and educational governance. Twitter is animated and moderated by the ADN team as it was done at the beginning of the project (which does not prevent members from sending

information to the ADN team who then republishes it on the project's Twitter account); Facebook is freely and spontaneously used by the members who share information as they wish; Linkedin is a more individualized and interpersonal work for the purpose of information remediation within the project (either during meetings, or by email, or via Facebook or Twitter).


View of the Twitter page (https://twitter.com/ClasslabAnge)

View of the Facebook page (https://www.facebook.com/ClasslabAnge)

- More specifically intended for the research teams of the Universities of Craiova and Salamanca, as well as the ICP, the Zotero space of the ANGE project allows to compile the bibliographical references used in the project. Researchers freely feed this collaborative space from the platform www.zotero.org (www.zotero.org/groups/2232903/ange/items) or the Zotero software. All the resources then appear on the project's website on the following page (which is interconnected with the Zotero database): http://classlab-ange.eu/ressources/bibliographie/
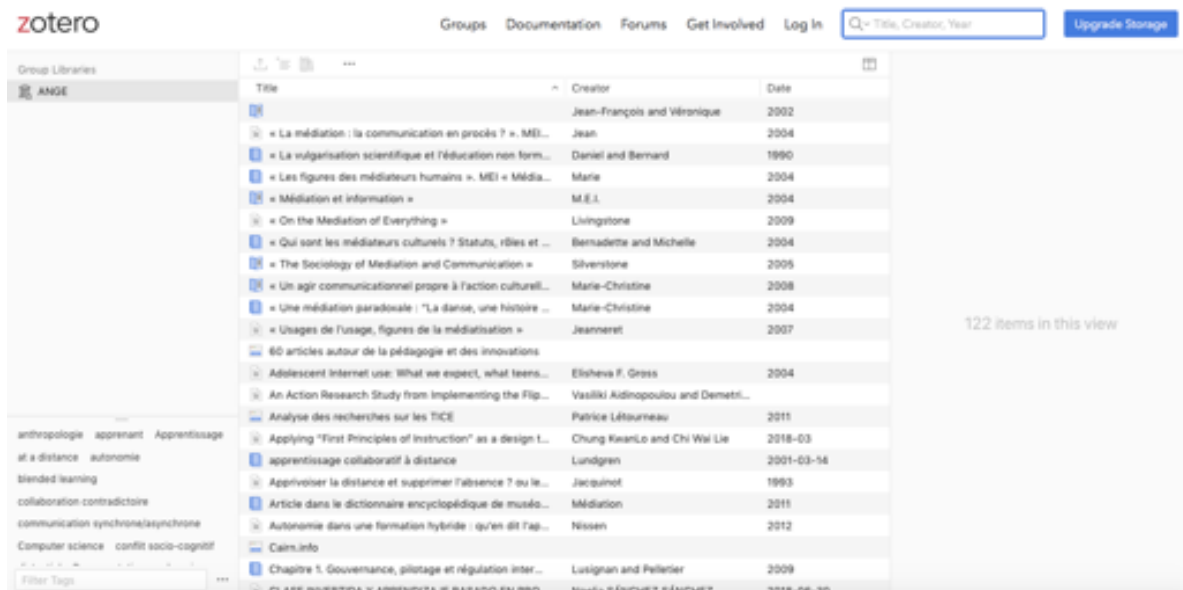
View of the Zotero bibliographic space

All the videos captured by the partners and likely to be of interest to the ANGE project are published on the project's Youtube page (https://www.youtube.com/channel/UCJDW7cH8D0nUosqeoAEPOVQ/playlists) and then made accessible from the "resources" area of the website.
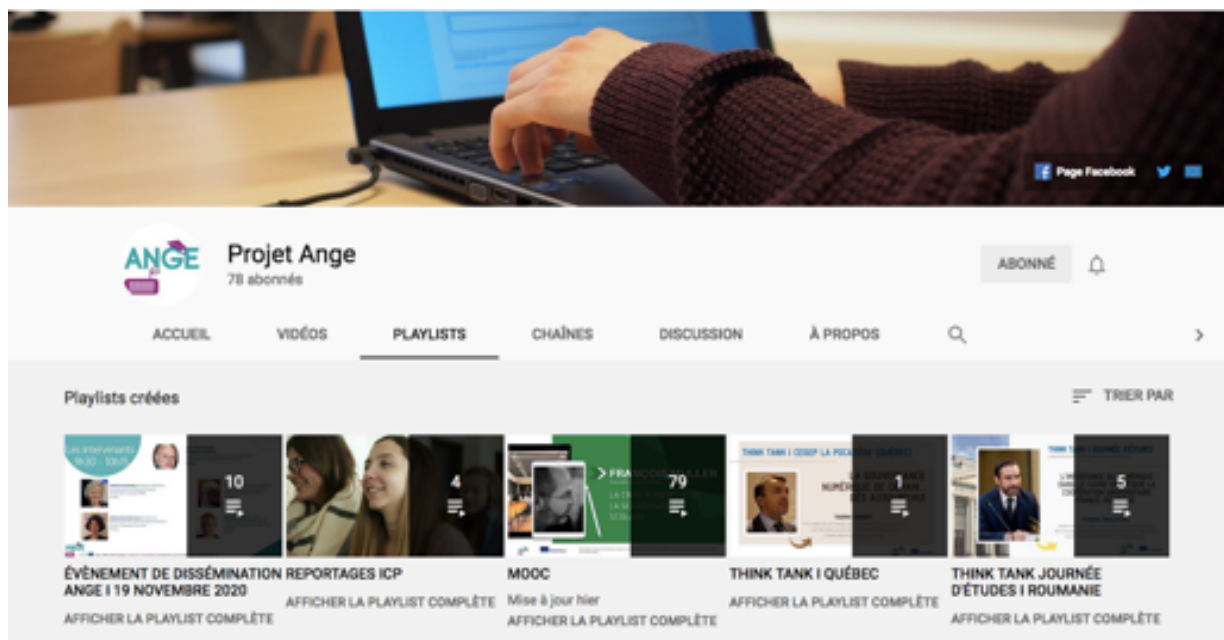
*View of the Youtube video page*

STEP 4: Debugging and patches

Once the site was deployed, it required a series of interventions:

- Site debugging and patches

- Integration of the *Wordpress* Elated module

- Integration of the *Wordpress* Cool Timeline / Chronological Stories module

- Integration of the *Wordpress* Slider Revolution module

- Integration of illustration and multimedia content (text, images, pictograms, videos)

STEP 5: Optimization

- Optimization of the operation of the site (calibration of photos, links between pages ...)

- Referencing / SEO module integration

- First integrations of contents for the referencing and the optimization of the functioning of the site (keywords and descriptions for the referencing of the site)
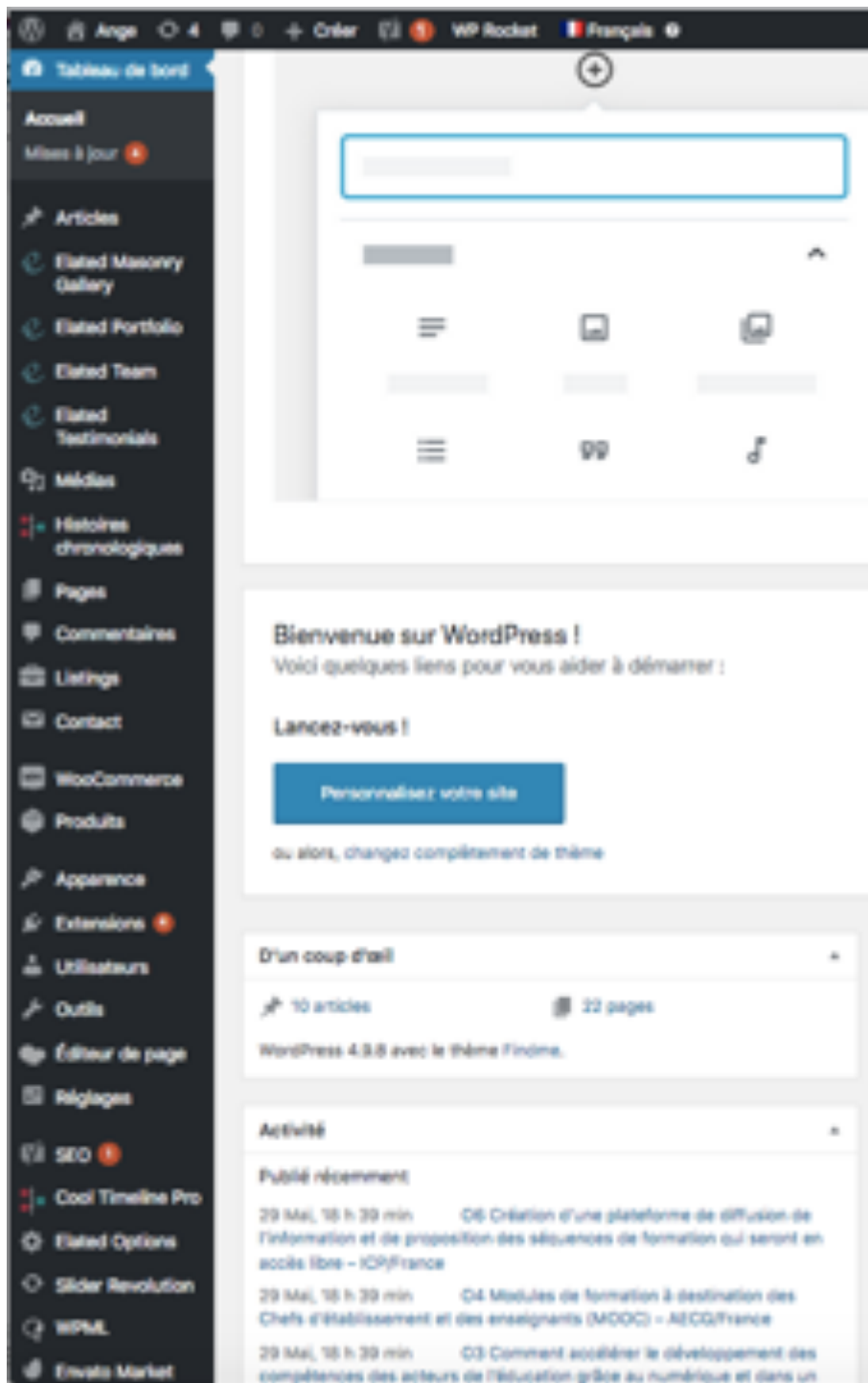
a view of the Backoffice and site management modules

STEP 6: Feeding

- Integration of "project life" elements (meeting reports, think-tanks and webinars)

- Integration of deliverables ("intellectual productions")

- Integration of communication elements ("resources" and "media")

- Feeding and animating social networks

STEP 7: Modifications

Numerous adjustments and modifications will be made as the project progresses, in particular on its Home Page (integration of videos from the European Commissioner for Digital Agenda or the project coordinator, modification of the header and footer) and on the addition of links requiring modifications to the site architecture and links between its French and English versions ("bibliography" under the "resources" entry in 2019; "dissemination event" under the "life of the project" entry in 2020).

ETAPE 8: Life of the site beyond the project

As of January 2021, with the end of the ANGE project, one could imagine that the site is no longer useful. However, for at least two reasons it will continue to be animated:
- first, because it will support scientific activities (participation in symposia or publications, etc.) and communication operations (partnerships between institutions, participation of ANGE project members in other projects, etc.).

- secondly, because it will accompany the MOOC of the ANGE project, which will be proposed throughout 2021 on the FUN e-learning platform.