

The “Budden Central” Website Story

The Site

Budden Central was a website developed during my teaching career to communicate with students and their parents. It started as a request from our district to have an online platform as part of our teacher outreach.

The Building of the Website

In 2011 the school district provided a day of professional development into Google Sites Builder and that's how this website was built, expanded, and updated for the next 7 years.

- Last version 2018: www.buddencentral.org
(this url is redirect to the districts Google Site under my school account)

The user interface design of “BuddenCentral” was based on the icons from Apple's iOS. From my perspective this type of design is very efficient for massive amounts of information. Personally, I still find this design practical and use a variation on my [YouTube Channel](#).

The Branding

The use of the phrase “BuddenCentral” was a play on words from the famous transportation hub Grand Central Station. All the hubs of information that were needed by students and parents could be found at “BuddenCentral”. It was intended to be an easy and fun way to remember the name. This Brand Name has been a huge success.

The Results

The website had been a great resource repository for my students, parents, and fellow colleagues. The “BuddenCentral” website was the main online outreach method used by me until 2016 when my district started to push Google Classroom (*and YouTube*). The teachers in our district found Google Classroom much easier to use than Google Sites and within a couple years our entire staff was using Google Classroom. So in 2018 I stopped updating “BuddenCentral” and have matched our staff commitment to Google Classroom to keep consistent for the student’s user experience.