

# MARSH VALLEY SCHOOL DISTRICT #21

## DRAFT COPY Web Page Publishing Guidelines

The purpose of District sponsored web sites is two fold. To make parents, students, and the community aware of school, classroom, and student activities, and to foster communication among the stake holders of the District. The District web sites must include the information outlined in the following sections.

### For Schools:

#### Required

- \* Contact information (including email addresses) for the school, Principal, administrative staff and all teachers.
- \* Mission, philosophy and achievements of the school.
- \* Departmental and organizational information.
- \* School year calendar that includes all significant school events
- \* Links to each teacher's individual web site and email, when developed.
- \* Marsh Valley Web Master contact (webmaster@mvsd21.org).
- \* Last updated date.
- \* A link to the District site.
- \* Extra-curricular activities sponsored by the school.
- \* Student work, activities, and achievements.
- \* Newsletter , News & Announcements
- \* Other information deemed appropriate by the Principal.

### Evaluation Checklist:

All subject matter on web pages should relate to curriculum, school activities, instruction or information that is relevant and appropriate. Web pages for individuals or organizations not affiliated with the District will be evaluated individually on their content or merit.

Student work may be published when it relates to a class project, course, or other school-related activity. **No personal information, such as home phone numbers, addresses, e-mail addresses, or personal web sites should be included for any student. Student's first names may only be used for grades 7-12 and only with a signed Parent/Guardian Consent Form.**

Links in web pages must be curriculum-related. Links to business partners may not be included, no District or school web page may include content or links to sites whose primary purpose is commercial or political advertising. Advertising on District, school, or teacher web pages is prohibited.

### Technical Standards:

All school web pages will reside on the District Web Server. The District has established directory names and structure. The District Webmaster can answer any questions about directory

structure. Only the Web Master is authorized to copy web page content to the District Web Server. The Web Master will not share their District web server password. When Web Page or Pages are ready for review and or publishing to the web server, email the Web Master ([webmaster@mvsd21.org](mailto:webmaster@mvsd21.org)) that your page is ready for posting to the District Web Server.

### **Web Site Supervision:**

Principals are responsible for their school and teachers web pages. Due to the ever-changing nature of the web, it is not feasible for Principals to pre-approve every change or addition to the school web site. The Marsh Valley Web Master will make content decisions. However, the Principal should make it a common practice to browse all their schools pages routinely. It is the responsibility of the Principal to ensure the web sites follow all policies and procedures of The Marsh Valley School District and that the school and teacher web pages are complete, current in content, and fully functional.

### **Publishing Student Information on the Web:**

***In order to ensure the safety of our students,*** it is important that we follow guidelines concerning the publication of student information on student, staff, department, and school web pages.

All Schools, Departments, and Students:

- \* No home phone numbers, addresses, e-mail addresses, or web sites of students may be published. Student's first names, for grades 7-12, should not be included without a signed Parent/Guardian Consent Form. Grades K-6 may not have names published.
- \* Links to student web pages are not permitted, without written permission.
- \* Should any student or staff member fail to abide by the Internet Guidelines of the Marsh Valley School District or the Computer and Network Acceptable Use Policy, he/she may face disciplinary action.

### **Elementary Students :**

- \* No individual elementary students, first or last names, addresses, or e-mail addresses may be published. Group / Individual photographs are only permitted upon receiving Parent/Guardian Consent Form. Signed forms must be kept on file at school/department location.

### **Middle Level and High School Students (7-12):**

- \* Students may not publish their e-mail address, but are required to notify a teacher or other school official immediately if they receive inappropriate e-mail.
- \* Photographs of middle school and high school students may be published only if a parent or guardian has signed a Parent/Guardian Consent form. Signed forms must be kept on file at school/department location.

\* If a signed Parent/Guardian Consent form is on file, schools may only use students' first names; no last names or initials may be used.

## Web Page Design Criteria

- \* Maintain a simple, look & feel throughout web / links.
- \* Use Provided School Templates
- \* Use large, commonly understood navigation scheme.
- \* Use meaningful terms for hyperlinks.
- \* Picture resolution should be reduced to accommodate quicker loading / slow links .
- \* Provide short, simple and meaningful alternative text for all graphical features.
- \* Keep backgrounds simple and of high contrast to allow easy viewing of content.
- \* Avoid low contrast color combinations or colors that may not be recognized by lower resolution screens.
- \* Provide transcripts, descriptions or subtitles for video and audio files to assist people with visual and hearing disabilities.
- \* Test pages on a variety of web browsers (at least Netscape, Fire Fox and Internet Explorer) and at a variety of screen resolutions.
- \* Test pages on small screens to ensure the page does not bleed off the screen.
- \* Design the page as to minimize scrolling from left to right to see the entire page.

Material appropriate for placement on the Marsh Valley School District Web site includes information about the District, department activities or services, schools, teachers or classes, student projects, and student extracurricular organizations. Educational resources for staff, students, and the community may also be published online. Personal information, not related to education, will not be allowed on the Marsh Valley School District Web site. All content published via the Marsh Valley School District network must comply with the following:

- A. All publications must comply with all state, federal, and international laws concerning copyright, intellectual property rights, and legal uses of network computers.
- B. All publications must comply with the Board policies, administrative regulations, these Web Publishing Guidelines, and other District guidelines provided for specific levels of publishing.
- C. All District web publications will reside primarily on the District's network servers.
- D. The Marsh Valley School District makes every effort to insure that all links are operational; all information is accurate, appropriate, and of high quality. The District expects that standards be met.
- E. Publishing Expectations:
  1. All District web pages should meet goals of high quality in both style and presentation.
  2. Correct grammar and spelling are expected. All information must be verifiable.
  3. Publications should be high quality and designed for clarity and readability.
  4. Publications must include a statement of copyright when appropriate and indicate that permission has been secured when including copyrighted materials.
  5. Publications on the District web site must identify affiliation with the Marsh Valley School District, and should link back to the main (default.htm) page from the front page of any school or department's main pages.
  6. Relevant referencing dates are required on all publications.

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7. All publications must include the District email address of the adult / teacher maintaining the page. If a student is the publisher, the sponsoring staff member's email must be included as the responsible person. No student email addresses, whether a personal or district account, may be listed on any web page. Only Marsh Valley School District staff members may act as student sponsors.
  8. Commercial use for the pursuit of personal or financial gain is prohibited.
  9. Web pages shall not contain the personal address or phone number of students. Students' full name may not be used unless otherwise authorized by an explicit parent permission process and signed form. The Technology Coordinator is to be contacted as the consultant in these kinds of special circumstances where awards or events warrant publicity of this nature.
  10. Web pages shall not display personally identifiable student pictures unless explicit parental permission has been granted by a parent's signature on the Parent/Guardian Consent Form. This form is required prior to publishing any identifying pictures of students. Each Parent/ Guardian Consent Form must be retained on file as long as the student's picture remains online.
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These guidelines are to be used as reference and provide specific information regarding web publishing by staff throughout the District. District Web Publishing Guidelines exist and should be used when addressing specific issues. Every web publisher should read and abide by these Web Page Guidelines. For more information about these Guidelines or other issues related to web publishing, please contact the Marsh Valley Technology Services for assistance.

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**DRAFT COPY**  
**Parental/Guardian Consent Form**

This parental consent form is to both inform you and to request permission for your child's photo/image and personally identifiable information to be published on the district and/or school's web site.

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As you are aware, there are potential dangers associated with the posting of personally identifiable information on a web site since global access to the Internet does not allow us to control who may access such information. These dangers have always existed; however, we as schools do want to celebrate your child and his/her work. The law requires that we ask for your permission to use information about your child.

Pursuant to law, **we will not release any personally identifiable information** without prior written consent from you as parent or guardian. Personally identifiable information includes student names, photo or image. Student residential addresses, e-mail address, and phone numbers will not be published on District of school Web sites.

Check one of the following choices:

- I/We GRANT*** permission for a photo/image that includes this student without any other personal identifiers to be published on the school and/or district's public Internet site.
- I/We GRANT*** permission for this student's photo/image and first name, grades 7-12, to be published on the school and/or district's public Internet site.
- I/We DO NOT GRANT*** permission for photo/image and or name that includes this student to be published on the school and or district's public Internet site.

Student's Name: (please print) \_\_\_\_\_

Student's Grade: \_\_\_\_\_

Print name of Parent/Guardian: (print) \_\_\_\_\_

Signature of Parent/Guardian: (sign) \_\_\_\_\_

Relation to Student: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

If you, as the parent or guardian, wish to rescind this agreement, you may do so at any time in writing by sending a letter to the principal of your child's school and such rescission will take effect upon receipt by the school.