

District Web Pages

USD 373's General Guidelines for Web Page Publishing

General Guidelines

The purpose of any USD 373 publication is to share information regarding issues, events, personnel, students and board of education activities that impact our schools, students, staff, and community.

The USD 373 Internet community domain address will be located at www.newton.k12.ks.us.

Guidelines for communication standards on USD 373 web pages.

These guidelines will provide consistency, quality and general direction of how USD 373 will be viewed by the World Wide Web. A web page will be held to the same regulations as any other publication or communication created by our school district.

1. The focus of Newton USD 373's web availability.
2. Useful and informative content
3. Process for development and publishing (uploading pages).
4. Observance of all Acceptable Use Policy guidelines.
5. Compliance with USD 373's guidelines and permission of rights.

The focus of USD 373's Web Availability

Newton's presence on the Internet represents the district to an audience that reaches beyond any other medium. The availability of publications can be an outstanding way to communicate individualized information about each school. The Internet is a valuable resource of research and educational materials.

Useful and Informative Content

Content Guidelines are composed of the following:

1. All subject matter on Web Pages should relate to curriculum, instruction, school-authorized activities, and general information relating to the school district buildings.
2. Content should be kept current and fresh. Any time-sensitive information posted should be updated as soon as possible after the date/event.
3. Graphics and Pictures should be clear and of high quality.
4. All text should be free from grammatical and spelling errors, be concise and informative. Disclaimers are to be included whenever individuals may be expressing opinions not those of USD 373.
5. All linked sites must adhere to the same standards and policies as USD 373 created web pages.
6. Individual classrooms may have homepages hosted on the district's webserver and linked to the building's web page if the students/teachers of the participating classrooms are responsible for updating and managing the page's information. The students may (with parent permission) participate in the development and maintenance of the web page, but the role of the classroom teacher is to evaluate the information to be included on the page before it is submitted to the building webmaster for approval.
7. Teachers may create and maintain webpages not hosted on the district's webserver (i.e. TeacherWeb) that are linked from building or department web pages as long as the pages adhere to the same standards and policies as USD 373 created web pages. A disclaimer must be included on all pages with links to pages not hosted by USD 373. The district is not responsible for content not contained on the district webserver.
8. School sponsored student organizations may have homepages linked to the building's web page. The USD 373 webmaster and the organization's staff sponsor must approve content of these pages. It is the responsibility of the organization to update and maintain the information.
9. Links to personal homepages for staff and students or home pages for other individuals or organizations not directly affiliated with the school district are **not permitted**.
10. All web pages representing district buildings should use the template provided by the district webmaster.

Page Identification Information

Not all people viewing USD 373 sites will begin with the district homepage. Many of the links within USD 373's web page may be identified by Internet search engines. Thus, each page should contain the following identification items:

1. Contact staff member for specific web page (can double as email link). Building/department head's contact information should be listed on home page along with an address & phone number.
2. The school district logo and attendance center's full name.
3. A link to attendance center's main page as well as other major sections of the site must be placed on every web page. This is important in helping visitors navigate the website.
4. A unique name/title for each page (i.e. "*Staff Email*", "*Parent Teacher Organization*", etc.) **Note:** The page title is different than the page's file name (i.e. *index.htm*)
5. Footer information at the bottom of each page should contain date of page creation/update & district contact information.
6. Copyright notice if such material is being posted.
7. Link back to district home page.

Additional Content for School Websites

In addition to the page identification information listed in the section above, school websites should have the following content/information:

1. Link to school/dept.-specific calendar (Dynacal).
2. Staff directory page (department/grade, email address, phone number with extension, link to teacher/classroom website)
3. link to a "Contact Us" page that includes:
 - o full name of Attendance Center with street & mailing address
 - o phone & fax numbers for front office
 - o driving directions &/or map to school
 - o a link to the staff directory page would also be helpful
4. Link to the district breakfast and lunch menu page.
5. Links to all teacher/class web pages, either hosted on the district's server or on another server.
6. Other information that may be included: daily/weekly schedules, welcome message from building administrator, PTO information, school newsletter, etc.
7. Link to district athletics website (for middle and high schools)

Publishing Student/Staff Work, Names, and Pictures

Staff or student work will be permitted for web page publishing as long as it relates to class projects, course work, or other-school related activity.

Use of student names and/or individual pictures with identifying captions are acceptable with the Enrollment Authorization Form having been signed and on file with the attendance center of the student. All identifications must adhere to the approved items listed within the release form.

No document published may include any information that identifies the physical location of a student or staff member at a given time, other than attendance at a particular school, or participation in activities. (This specifically precludes the publishing of home address, phone numbers, names of family members or other students, or any other questionable information.)

Outside Source Material Postings

Photos, art, and text copied from web pages not hosted by USD 373 should be considered under copyright unless a clear statement of "Public Domain" is available. No illegal materials will be permitted for re-publication on a local network or web site affiliated with USD 373.

Permission should be sought for use of copyrighted materials. Most text is easily agreed upon; however, many companies are extremely strict with the use of icons and logos. Caution should always be used. If questions arise whether the material is copyrighted or not, contact the original publisher. Be sure to record and maintain a copy of all permission received for use of copyrighted materials.

Harassment, Libel and Objectionable Materials

Materials that slander, harass, degrade, or defame others are prohibited. Schools may be held liable for content of this nature and are required to protect individuals from damage resulting from newspaper articles, general conversations, and postings on web pages. Web publishing has the potential to reach a global audience. Damages resulting from malicious publications can surpass those formerly associated with school newspapers that reached thousands of readers.

Neither documents nor web pages may contain objectionable material or links directly to objectionable material. The decisions and judgments of USD 373 administrators will prevail regarding the question of quality and propriety of web page materials, appearances, and content.

Process for Development and Publishing

The USD 373 District web page is a public portal to the school buildings and information. This enables Newton schools to welcome the surfers on the World Wide Web to each and every school. Building principals and school webmasters are accountable for school homepage content and design.

The webmaster in each building/department, along with the District Webmaster will be the only individuals authorized to work on the web server by uploading, deleting, and downloading of information for district pages.

Every document must conform to USD 373 BOE policies and regulations established within the Acceptable Use Policy and this document.

All student information documented on district sites will comply with Federal, State, and District regulations regarding private/public records.

District staff and administration will periodically monitor web pages for appropriate content and design. They may also provide suggestions and input as necessary.