

WEB PAGE DEVELOPMENT

Table of Contents

- I.** Definitions
- II.** Responsibilities
- III.** Ownership and Retention
- IV.** Linking From the Website
- V.** Process to Create a Web Page
- VI.** Maintenance of Web Page
- VII.** Web Page Technical Standards
- VIII.** Web Design Content Standards
- IX.** Guiding Principles for Electronic Publishing
- X.** Subject Matter Contained On a Web Page
- XI.** Quality of Web Page Information
- XII.** Graphics
- XIII.** Linking
- XIV.** Copyrighted Materials
- XV.** Use of Student Name/Picture and Video
- XVI.** Commercial Activity or Private Business
- XVII.** Disclaimer
- XVIII.** Web Page Author Agreement

WEB/WIKI PAGE DEVELOPMENT

The District's website will provide information relating to our schools, our curriculum, and the commitment of the Farmington community for excellence in education. Internet access for the creation of web pages will be provided by Information Technology. The quality of information published by the District plays an important role in maintaining a strong reputation and image of the District. The following procedures set the minimum standards to ensure that information published electronically is visually appealing, accurate and well written, and in compliance with the same high standards as other forms of published information about the District.

The availability of the Internet provides the opportunity for students and staff to contribute to the District's presence on the World Wide Web. Any staff members need to become familiar with the policies and responsibilities for using or creating pages that will be linked from the District's website. Failure to follow these policies or responsibilities may result in the loss of authoring privileges or other more stringent disciplinary action.

These procedures will ensure proper use of the District's network capabilities and proper conduct of each end user. These procedures are to provide a consistent attempt to make authors aware of their responsibilities. These responsibilities will include efficient, ethical and legal utilization of the District's network resources.

I. Definitions

Technology Advisory Group (TAG) - Committee responsible for maintenance of the District's technology policy and procedures.

District – Farmington Public School District

Instructional Technology – Area responsible for identifying, promoting and supporting best instructional practices in the use of technology.

Webmaster - Individual responsible for maintaining and updating the District and school websites.

Linked Website- A connection from the District's or school's website to that website or wiki or any websites that are connected to that linked website.

Sponsoring Faculty Member - Any teacher, coordinator, director, administrator, coach or sponsor who wishes to create a link to their web page or their department's web page.

Student - Any student currently enrolled in the Farmington Public Schools.

Web Page Author - Any District employee, teacher, coordinator, director, administrator, coach or sponsor that wishes to create a teacher or department web page or wiki.

District Website - The official District web page (Internet/Intranet) from which all other pages about the District will be linked, URL: www.farmington.k12.mi.us .

Wiki – A web based application for authoring and publishing web pages.

Teacher Website – A series of web pages or a wiki that is authored and published by a teacher or a group of teachers.

II. Responsibilities

- A. **District Webmaster** - The Webmaster will continuously review the District website and check all links for accuracy and policy compliance. The District reserves the right to remove any pages from the website if the District deems the specified pages are not in compliance with these procedures. Technical support for building websites is provided by the Webmaster.
- B. **Staff Member** – Staff members may create their own classroom, department or club/team page ensuring it adheres to the standards established in these procedures. Staff members must proofread work before it is published on their website. Support to accomplish this can be acquired through the school media specialist, instructional technology and/or information technology staff.

III. Ownership and Retention

- A. All web pages and wikis on the District's server(s) are the property of Farmington Public Schools.
- B. It will be the responsibility of the creator of each web page to keep the information accurate and updated. Staff members will review and update individual web pages/wikis regularly.
- C. In the event a staff member changes building locations, he/she is responsible for the transfer of his/her website or wiki to the new building. Support to accomplish this can be acquired through the school media specialist, instructional technology and/or information technology staff.

IV. Linking From the Website

- A. All linked pages must comply with the procedures and policies of the District and support its mission.
- B. Content of individual web pages or wikis may be periodically reviewed by the Departments of Instruction or Media Services, Technology Advisory Group (TAG), building principals, the District Webmaster and School and Community Relations for review of violation of network agreement, or web policies and procedures questions.
- C. If links violate any of the policies and procedures identified, the Department of Information Technology may terminate the links until the violations are corrected.

V. Process to Create a Web Page or Wiki

Any District employee wishing to create a web page or wiki may obtain support, training and professional development from Instructional Technology. Information on individual web pages is limited to that which supports the educational process in the District.

VI. Website Maintenance

Maintenance of the District's Website Page

Maintenance of the "structure" of the entire District website will be the responsibility of the Webmaster. Content of the District website is ultimately the responsibility of the School and Community Relations Department, however, each department is responsible for periodically reviewing the information on their web pages for accuracy and to verify that all pages are updated regularly. The Web Page Development procedures will be updated on an as needed basis.

Maintenance of School Building Websites

Maintenance of the "structure" of each school building website will be the responsibility of the Webmaster. Content updates will be done by the Webmaster. Maintaining content of each website is the responsibility of the individual school and the school's web liaison. Each department must periodically review the information on their school's web pages for accuracy and to verify that all pages are updated regularly.

VII. Technical Standards for a Web Page

Each web page linked from the District or a school website must contain certain elements which will provide for consistency of all pages.

- A. All files must be named in all lower case letters, using an underscore symbol or hyphen instead of spacing between words.
- B. Authors must exhibit care when creating web pages with extensive tiled backgrounds or large graphics. Such files require extensive download times, are frustrating for users, slow down file servers and therefore are discouraged from being used.
- C. Authors must exhibit care when creating web pages with Macromedia flash or any tool that requires the viewer to have special browser plug-ins installed. The only exception is Adobe Acrobat files which can be downloaded and viewed offline.
- D. Authors must exhibit care when creating web pages with any Microsoft program (Word, Publisher, PowerPoint and Front Page) because these programs create verbose, non-standards compliant HTML, CSS and java script code. They are difficult to maintain and may not display as expected in many web browsers.
- E. Web pages may not contain advertisements unless approved by School/Community Relations.
- F. Authors should adhere to these W3C standards (<http://www.w3.org/>) when creating new web pages:

HTML 4.01 or XHTML 1.0 Transitional

CSS Level 1

- G. Authors should adhere to the ECMA-262 standard for JavaScript, found here:

<http://www.ecma-international.org/publications/standards/Ecma-262.htm>

Authors should test their pages in multiple web browsers to identify and correct display anomalies. LONG TERM GOAL: Web pages should be designed to follow the Web Content

Accessibility Guidelines 1.0 found here (<http://www.w3.org/TR/WCAG10/>). These guidelines were created to make web content accessible to people with disabilities.

VIII. Content Standards for Web Design

All individuals who wish to have their pages linked from the District web server must:

- A. Create their pages in compliance with the District's Acceptable Use Policy and all other District rules and regulations.
- B. Observe Copyright Laws and Fair Use Guidelines before including any materials created by copyright holders. Such materials include but are not limited to the following: text, photographs, graphics, audio clips, video clips and multimedia.

IX. Guiding Principles for Electronic Publishing

The District recognizes that the Internet and the World Wide Web have a potential to change traditional communication techniques and eliminate traditional road blocks to communication. Because this medium creates rapid access to this information, the following principles and assumptions in its use of this resource will guide the District.

- A. All authors are expected to adhere to the District's Acceptable Use Policy concerning the Internet.
- B. Although documents published on the Web may be intended primarily for a particular audience, staff should recognize anything published may be viewed by varied audiences.
- C. District personnel must not release protected information when using the Web and other electronic media. Such information includes individual student or personnel records, Social Security numbers, legal documents, etc. Also, when considering the publication of directory information, staff members shall consult the policy and contact Student Records Technician for exempt students.
- D. District personnel must clearly identify the sources of documents which they create and provide complete citations for any other documents or sources which are incorporated into their web page(s). Copyrighted materials must be clearly identified and prior written permission must be secured before using another person's copyrighted work in electronic form. Dates of publication and revision should always be clearly noted in all web documents.
- E. District personnel should give proper advance notice to other individuals and sections within the District and, if necessary, to outside organizations before publishing Web documents which may affect those parties (i.e., dates, schedules, results...).
- F. Staff members are encouraged to select photos and images for their building or classroom web pages which reflect our diverse school community.

X. Subject Matter Contained on a Web Page

All subject matter on the District's website or those linked from it should relate to curriculum, instruction, school-authorized activities or community events/activities as it relates to the District.

XI. Quality of Web Page Information

Attention should be given to proper grammar and correct spelling. Questions of quality or propriety of web page material, appearance or content may be reviewed by the Department of School and Community Relations.

XII. Graphics

Free graphics and clip art copied from the web may be used on all web pages in the District. It is the user's responsibility to ensure that only free graphics are used. If graphics are used from an original graphic artist, that artist must be given credit, along with a link back to their site on every page that these graphics are used. Graphics must be named in all lower case letters with an underscore symbol used for spaces.

XIII. Linking

Any pages that are linked from a District, school or staff web page must be tested and links must work before they are posted. All linked pages must comply with the Web Page procedures of the District. When clicking on a link that would send a user to an "outside" website, he/she should see a notice which says "clicking on this link takes you outside the District's web environment." This standard notice will be created by the Information Technology Department.

XIV. Copyrighted Materials

Web page creators may not place any material(s) owned by others, i.e., copyrighted work(s), on their web page without the expressed permission of the copyright owner. If web page creators want to include something from another person's web page, they should link to it rather than copying it. Staff members should refer to the Farmington Public Schools Technology Acceptable Use Policy and Network Agreement for copyrighted-related matters.

XV. Use Of Student Name/Picture and Video

In accordance with the District procedures for photographing students, permission must be received from a parent/guardian for a student who is the subject in a group photo or video that will be placed on a web page. Every person has a right of privacy, which includes the right to restrict the use of his/her own image. Names of students with photos or with their written work may be used only with parental permission on the District's website. See Procedure #4137.1 – Permission for Students' Photographs & Work to Appear on the Internet form.

XVI. Commercial Activity or Private Business

It is not permissible to operate a private business, advertise or to solicit business on the District Network, except as approved by School/Community Relations.

XVII. Disclaimer

While the District will make every effort to ensure the accuracy of material web page creators publish on the Web, discrepancies may sometimes exist between printed and electronic information provided on a non-District website. Clarification of the information can be obtained

from the School and Community Relations Department. The printed version of the material should be considered the official version.

Information provided in classroom web pages is provided by its author, who is responsible for the information contained therein. If users have questions or comments about a particular page or document, they should contact its author directly. The School and Community Relations Department is responsible for the design, content and maintenance of the District website and Information Technology is responsible for the maintenance and support of the District website. Individual authors are responsible for the completeness, accuracy or timeliness of information posted to the individual websites, which are linked from the District or school website.

The District recognizes and adheres to the value and diversity of free speech, but does not review, edit or endorse items accessible from its web pages through a web link. Linked pages to the District's website are not provided by the District, and the District is not responsible for the content of web pages that users can reach from the District's website.

XVIII. Web Page Author Agreement

- A. The Author understands that the District computer resources, including the web server and network, are provided to the Author as a privilege, not a right.
- B. All contents of linked pages from the Author's page shall be the sole responsibility of the Author.
- C. The content of Author's pages shall adhere to the District's procedures.
- D. Any violation by Author of the Terms and Conditions of this Policy may result in the imposition of sanctions, including possible revocation of the privilege granted by the District in this policy.

Administrative Procedure #4137.2 for Policy #4137
05/06/08
Reviewed and Revised 11/23/09
Reviewed and Revised 12/7/10