



School District of Pickens County

Building success beyond the classroom

WEB SITE GUIDELINES

All guidelines set forth herein have been created and will be modified in strict accordance with the mission statement of the School District of Pickens County.

MISSION STATEMENT

The School District of Pickens County, an acknowledged leader in excellence, emphasizes high academic achievement and career preparation for all students through quality, technology-rich educational opportunities in safe environments that encourage success.

PURPOSE

The purpose of creating and maintaining Web sites is to provide communications among the communities in the School District of Pickens County (SDPC) concerning district-sponsored or school-related activities and instructional resources. The district and school Web sites are intended to serve the mission of the school district; their design and use are structured by that intention. The district and school Web sites are created and maintained for educational use by students, professional and administrative use by district personnel, and informational use by parents, and are intended to be a closed forum.

WEB PRESENCE

The school district's presence on the Web will include a district site, sites for each school and special program and four (4) pages for each instructional staff member. Instructional Services will be responsible for instructing webmasters and staff members how to create and maintain Web pages.

District Web Site

The district will maintain a Web site to publish district-wide education-related information for students, parents, and staff.

School Web Sites

The district intends these sites to provide information about the school and its programs and district- or school-sponsored activities to students, parents, and district personnel as well as to showcase student achievement.

Instructional Staff Web Pages

Beginning in the 2008-2009 school year, each instructional staff member will publish on his/her school site a Web page with four categories of information: long-range plans; up-to-date weekly plans with assignments and related resources; school and/or classroom news and notes to parents; professional qualifications and a brief biography. Staff members will create and publish these pages only through SchoolFusion.

All personal information, links and photographs must be of an appropriate educational or professional nature consistent with district policies, rules and guidelines.

LEGAL ISSUES

Approval

Publication of material or links from pages/sites for the School District of Pickens County does not necessarily demonstrate implicit approval by the school or district administration or the board of trustees.

Legal Guidelines

All Web page or site authors for the School District of Pickens County must adhere to these guidelines. To protect district staff and to serve as an example to the students, all SDPC Web pages and/or school Web pages shall conform to all applicable laws. District staff will randomly monitor Web pages and sites to ensure compliance.

No district Web page or school Web page shall contain content or links that

- Propagate any particular religious or political belief(s).
- Solicit for any business or commercial enterprise.
- Provide inaccurate information (as can be deemed inaccurate at the time of publication).
- Express opinions regarding board, district, or school policies.
- Exhibit any racial, religious, nationalistic, sexual, ethnic, disability-based, or age-based bigotry or discrimination.
- Exhibit any obscene or pornographic material.
- Provide hyperlinks to commercial, personal or social Web sites that do not directly and strictly serve the district and/or school missions and the educational needs of students in the School District of Pickens County.
- Publish a student's or staff member's personal home address, telephone number, or personal Web page address(es).
- Publish staff member's personal information or photographs that are not related to his/her profession or education workplace.
- Provide hyperlinks to any Web sites or pages related to any of the above-mentioned inappropriate activities.
- Publish any copyrighted material without prior permission (see section on copyright below).
- Publish any material that would conflict with the policies of the School District of Pickens County.

COPYRIGHT LAW & WEB ISSUES

Copyright law and the courts have provided exceptions to the rules that govern the behavior of teachers, students and schools. In general terms, teachers, students, and schools are allowed to make "fair use" of materials for instructional purposes. "Fair use" has been interpreted to include those limited uses that are not likely to deprive a publisher or an author from income.

"Fair use" of Internet resources by teachers, students, schools, or district personnel should parallel the use of printed resources. Teachers might make limited use of some text and graphics within their own classrooms. They should not publish those same materials across other classrooms within the building by posting on a local area network (LAN), across other classrooms in another building on a wide area network (WAN), or the World Wide Web. Teachers and students may make rather liberal use of information, text, and graphics so long as their resulting works remain within the classroom setting. **The moment the works move out of the classroom, they may fall under a "public performance" clause of the copyright law, which imposes much greater restrictions and fees.**

Many schools and district departments have purchased clip art collections to use within their classroom or department. The agreement with specific language outlining the purchaser's Web rights is usually included. Most of these agreements require printing a credit line in any published document that includes one or more graphics from the collection. The best advice is to read and follow the stipulations within the agreement. Free graphics available on the Internet may be used (without obtaining expressed permission) on Web pages, provided they do not link back to the source site.

Clipart purchased with personal funds may not be used on Web pages unless the purchase agreement specifically allows such.

Before publishing any material copied from another Web site (text, graphics, or otherwise) on a School District of Pickens County Web page, the teacher must obtain permission from its author, unless the author specifically offers such material for free use. Permission obtained, whether through an e-mail message or through a letter to the original author, should be kept on file.

Linking to another Web site does not require permission although it is polite to ask the Web author before doing so. Since some sites do not allow deep linking (the practice of linking to a page deep inside another Web site, bypassing its home page) any links to other sites must adhere to the linking policy for that site.

Permission for Posting of Student Pictures, Names, & Work

The School District of Pickens County intends to protect students and staff as well as their privacy. At the same time, the district wants to recognize and share outstanding achievement, activities, and awards.

Each student who registers in the district receives a district handbook. Included in the handbook is a "Media Denial Form." Parents who object to publishing the child's name, picture and/or work in

any format, including the Internet, have 15 days to return the "Media Denial Form" to the principal. Parents who grant permission for a child and his/her work to be identified or photographed do not return the form. A copy of this form is also included on the district Web site.

Web page authors and webmasters must never include a child's name, picture, and/or work on a Web site if the child's parent has signed a "Media Denial Form" denying permission to publish this information.

No student's e-mail address, personal Web address, street address, or telephone number may be published.

RESPONSIBLE PARTIES

Instructional Services Staff

The Instructional Services staff will supervise operation of all Web sites and pages as follows:

- Informally and randomly monitor the district and school Web sites and pages.
- Supervise school webmasters.
- Supervise compliance of these guidelines by school webmasters.
- Supervise trouble-shooting for all school Web pages.
- Develop effective training for use of Web technologies in cooperation with the staff development coordinator.
- Supervise updating of these guidelines as needed.

District Webmaster

To reduce duplication, error, and security concerns, the district Web site will be maintained by one webmaster and one site manager from Accountability, Information and Technology Services (AIT).

The webmaster will maintain the district site by performing the following duties:

- Provide guidelines for consistency throughout all district-wide and school Web pages for identification of School District of Pickens County Web pages.
- Provide informal and random monitoring of all district, school and teacher Web pages for compliance of these Web guidelines.
- Post current district information.
- Trouble-shoot all district-wide Web pages.
- Purge/Clear outdated pages as requested by district staff.
- Publicize the district and school Web sites in search engines and other educational Internet forums.
- Participate in an on-going discussion with district staff and the site manager for enhancements and updates of the site's design, purpose, and features.

The site manager will provide for the networking needs of the district and school Web sites by performing the following duties:

- Maintain relevant information such as lists of passwords, webmasters and school site information.
- Provide informal and random monitoring of all district, school, and teacher Web pages for compliance of these Web guidelines.

- At the principal's request, remove immediately from a web page any information that is inconsistent with District policies, rules, and guidelines, or is inconsistent with the categories of information set forth in these guidelines. If the submitting party wishes to repost such information, he/she may do so after consultation with and approval by the staff responsible for monitoring and approval of such content.
- Participate in an on-going discussion with the district web master for enhancements and updates of the site's design, purpose and feature .

School Principal

The principal's focus will be supervision of the educational content of the school Web site and staff pages. The principal's duties are as follows:

- Review, at least annually, pages on the school Web site and all instructional staff pages for compliance with these guidelines
- Supervise his/her school's webmaster/managers.
- Approve/Counsel/Reject school Web page content when inconsistent with the categories of information set forth in these guidelines, or where inconsistent with district policies, rules, or guidelines.
- Act as liaison for the school with district staff regarding compliance issues.
- Supervise compliance of these guidelines by teachers.

School Webmaster

Each school will have one webmaster who will maintain the school site by performing the following duties:

- Report to the school's principal.
- Provide consistency for school and district identification on all school Web pages.
- Post current school information.
- Aid staff in trouble-shooting difficulties for all school-wide Web pages.
- Provide practical guidance to the principal for Web site/page issues.
- Purge/Clear outdated pages periodically as requested by the principal.
- Report any obvious copyright infringement to the principal.
- On an on-going basis, discuss the philosophy, design and content of the school's Web site with the principal, making enhancements and updates accordingly.

The webmaster will NOT enforce compliance with these guidelines. The webmaster's job is to organize and maintain the school's Web site structure and to assist instructional staff in creating and posting pages. The webmaster has the right to edit pages as needed but should work in cooperation with the staff member.

Instructional Staff Members

Each instructional staff member will maintain one updated page on the school Web site. Instructional staff duties are as follows:

- Create and maintain a page that includes only long-range plans, up-to-date weekly plans with assignments and related resources, school and/or classroom news and notes to parents, professional qualifications and a brief biography.
- Edit all content for grammar, spelling, errors and omissions relevant to the content/subject matter being posted, and inaccuracies of any kind.
- Acquire proper permissions for any copied items such as graphics, text, or otherwise.
- Ensure that all Web pages do not contain links to any material inconsistent with these guidelines or anything that can be deemed in violation of any of the policies, rules, and guidelines of the District, including the Pickens County School's Internet Acceptable Use Policy and Administrative Rule (Code IFBGA and IFGBA-R(1), Issued 3/06).

DISTRICT PROCEDURES FOR SCHOOL WEB SITES

- SchoolFusion has been adopted as the district's standard Web authoring application. No other software will be supported by AIT Services.
- The school webmasters, selected by the principals, are the only persons in the school authorized to access the school site.
- The school webmasters must be employees of the School District of Pickens County and must have been trained through Instructional Services.
- Only school district employees may have access to post or edit school and teacher pages. Parents, volunteers or students are never to have editing rights.

SCHOOL WEB PAGE REQUIREMENTS

School Web pages will maintain consistent navigation as established by Instructional Services staff, AIT Services staff and the district webmaster. Below are links to be included on school sites:

- News/Newsletter
- Mission, Beliefs
- School Facts
- Information (Schedules, Fees, School Rules, Student Handbook, Emergencies, School Report Card, School Improvement Plan)
- Accolades
- Business Partners (if needed)
- Find Us
- Principal's Message
- Administration
- Staff Directory
- Services (Guidance, Health, Library Media Center, Student Nutrition, After-School Program, Technology Transportation)
- Academics (Information, SC Curriculum Standards, Assessment, Supply Lists)
- Families (Visitors, PTO, SIC Volunteers, Celebrations)

Additional links may be added; however, school-specific links should not affect the district's established consistency of navigation, and links should be consistent with district policies, rules, and guidelines.

STANDARD WEB PAGE ELEMENTS

Listed below are elements that are to be included on every school and teacher Web page:

- Informative title.
- Staff member's name (on staff pages).
- Link to e-mail address for person maintaining page (on staff pages).
- Main body of well-written, grammatically correct information.
- Acknowledgements and copyright information, when appropriate.
- Date of last revision.

WEB PAGE ELEMENTS TO BE AVOIDED

Listed below are elements that are not to be included on school or teacher Web pages:

- Background music. If you want to give users the option to hear pieces of music, such as your band's latest performance, create a link to the music file.
- Large images that require long download times. Optimize all images. Use thumbnails as links to large image files.
- Underlined text Underlining should be kept only for hyperlinks. When people see an underlined word, they expect it to take them somewhere.
- Poor background and text colors. While color is proven to grab attention, it can easily make Web documents unreadable or miserable on the eyes. Consider also how a page will print when selecting colors.
- "This page is under construction." Construct the page before placing it on the Web.

All guidelines set forth in this document are subject to modification by district staff responsible for maintaining such guidelines.