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Independent School District



**Website
Guidelines**

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Overview

These guidelines were created by the Duncanville ISD Communications Department. These guidelines were created to provide parameters for all district personnel to follow when managing the content of their designated web pages and should be the primary reference to remain in compliance with district policy. These guidelines apply to all of the following: district websites, department websites, campus websites, teacher websites, campus activity websites and any and all sites hosted by the district server.

Note: All district personnel **MUST** abide by the Federal Education Rights and Privacy Act (FERPA) guidelines regarding the posting of student photos, student names, student work, student information, as well as all other guidelines that fall under FERPA. Parents object for their child's information to be used by completing the **Student Disclosure statement which is accessed during the registration process**. Failure to complete and return the form indicates approval. 5S_bgeI W_SefW_e_gf la`Xd S fgWwf [e87DB3 USdTWdWaeff` Y a` fZW WefW

All district personnel must also abide by laws pertaining to ALL copyrighted materials. Copyright laws can be viewed at www.copyright.gov

Goals and Objectives

- Provide timely, supportive and educational information to students, parents, staff and Duncanville community.
- Provide easy access to a wide variety of rich media and educational resources which directly support student achievement, professional development and organizational effectiveness.
- To provide a visual representation of an identifiable, shared online environment to which students, staff and the Duncanville community can belong.

Roles, Responsibility and Protocol

The website is managed by the Communications Department; however, it takes all Duncanville ISD personnel to maintain the accuracy and relevancy of the website. When viewing the website, personnel should make note of any inaccuracies or untimely information. When possible, the personnel should correct the information or notify the Campus or District Webmaster of the inaccuracy or irrelevant information.

Calendars

Online District Events Calendar

The district events calendar located on the district homepage is maintained by the Communications Department. Events on the district calendar must be approved by this department. At the discretion of the Communications Director and the District Webmaster, some district events will be flagged as a “Mandatory Event” to ensure that these events will automatically populate on each campus calendar (i.e. board meetings, work sessions, student/staff holidays, etc.)

Campus Calendar

An individual, who is assigned by the principal on each campus, has rights to post calendar events for their campus. Events should be district/campus sponsored events only and should not be for outside organizations, events, fundraisers or individual milestones such as birthdays. Only **campus specific** events should be posted at the campus level, because district events will automatically populate on the campus calendars from the district calendar. Each campus must have an Upcoming Events Application active on the campus homepage to notify of upcoming events. The application should be set with settings of no more than 30 days in the future and no more than 10 events displayed.

Role Requirements

District Webmaster

- The District Webmaster has the role “site director/editor” and can modify all aspects of the district website as well as all campus websites.
- The district level refers to main publishing activities which represent the district as a whole, such as overall structure, style, the main “front pages” and general top level information.
- Any major modifications to the template design must be approved by the Chief Communication Officer.
- The District Webmaster is the only individual approved to make changes to the district homepage along with other Communications staff as necessary.
- The District Webmaster is in charge of general website access and editing rights given to Duncanville ISD employees, but each Campus Webmaster has access to control this feature for their own campus website.
- The District Webmaster should be a resource used if a Campus Webmaster cannot address or is not available to address an issue.

Campus Webmasters

- Specific individuals on each campus have been assigned the role of Campus Webmaster. These individuals have the ability and responsibility to modify their specified campus websites.
- It is strongly recommended that the principals designate a person on their staff to oversee content for their campus to ensure that all content is accurate and timely.
- The materials published online are to coincide with any printed materials that exist, but may also take full advantage of the resources and structure of the Web, using internal and external links to relevant resources thus increasing the effectiveness of the information. A process should be in place at each campus to ensure all links remain current and relevant.
- Content for campus websites is the responsibility of the campus principal and/or their designated webmaster.
- Every campus is responsible for checking the non-disclosure list for their campus prior to posting any student’s name, picture, art, written work, voice, verbal statements, or portraits (video or still) on campus webpages.

Campus Staff

- Specific personnel have been given the rights to be “section editors” to edit certain pages within a campus website. For example, teachers can update their teacher webpages, coaches can maintain athletic scores or information for their team and student organization/club sponsors can maintain a webpage to keep members up-to-date.
- These “section editors” are responsible for making sure the content of their web page is in compliance with all requirements including verifying content is up-to-date, links are active and any information abides by student disclosure regulations.

District Departments

- Individuals in each department have a responsibility to provide the District Webmaster with up-to-date content and information for that department’s webpage.
- It is strongly recommended that the department head designate a person to regularly oversee content for their department to ensure that all content is accurate and timely.
- The materials published online should provide the most recent and accurate information available. This information may either be posted by the department or be submitted to the District Webmaster by means of a Web Request Form.

Teachers/Staff

- Staff must have read and agreed to abide by the established DISD Web Guidelines prior to receiving the access to publish online.
- No personal information or data of any staff member/student is permitted to be uploaded to the server/district and campus websites unless the information is within guidelines.
- All teachers must follow these guidelines as well as abide by the guidelines outlined in the preceding sections of this document. They are responsible for the appropriateness, authenticity, legal and educational content of the webpages they author.
- It is the teacher’s responsibility to verify disclosure information for any and all students that appear on the campus website per the student disclosure forms.
- If a teacher or staff member is transferred or moves to another DISD campus, the individual must submit a Web Request Form identifying details including previous campus, new campus and details of information that may need to be transferred to the District Webmaster no later than 30 days prior to the start of the new school year.
- Upon an employee termination date, all access rights, files, web links will be removed from the website system and will no longer be accessible.
- Teachers are responsible for deleting or updating their old and out of date files regularly.
- The minimum requirements for teacher webpages are:
 - Teachers are responsible for maintaining their individual basic information page within their campus website.
 - An initial template is loaded to each teacher’s page at the time their section is created. If this page has not been updated within the first month of the school year, (or hire date), the teacher’s section will be deleted from the campus website. (The template is not required to be used and is solely for a suggestion of content).
 - At minimum the page must include the teacher’s name, photo, contact information and a daily schedule including planning period(s)/conference times.

General Guidelines & Requirements

- To be given any rights to access the website's employee features, a user **must** register to the website with their DISD employee e-mail address and position, creating their individual username and password.
- An individual must log into the district website with their own log-in only and should not share their log in information with other individuals.
- Webpages that contain time-sensitive information, such as: calendars, school events and staff information must be updated, at a minimum, monthly to ensure current and accurate information.
- Webpages must be checked regularly to ensure that external links work and all internal links must be verified prior to posting.
- The district and each campus homepage should be updated with content at least monthly with stories, news and/or photos.
- Banner pictures at the top of each campus homepage should be updated, at least, during the summer and winter breaks. (These pictures should be 980 x 500 pixels)
- Updates to individual school banners, including logo and shortcut icons require approval by the DISD Chief Communications Officer, District Webmaster and campus principal. These changes can only be made by the District Webmaster.
- School slogans, located on the home page of each campus webpage, must reflect the mission, vision, goals objectives, educational purpose or school pride with approval from the DISD Chief Communications Officer, District Webmaster and campus principal.
- Required links on campus homepages change periodically and vary by campus level but standard required links include the following:
 - District homepage
 - Current and/or most recent district calendar
 - Campus parent involvement policy
 - Most recent Federal report card
- For pages developed by staff
 - Standard pages on the campus websites must utilize the provided campus template which includes standard navigation across the top and on the left hand side of the page.
- The DISD web servers are for educational use only. Contents of the site should give information and promote only school-endorsed activities (classes, staff departments, sports, school projects, calendars, fundraisers sponsored by campus administration, etc).
- External links (links to sites and content that is not hosted on an official DISD web server) must be specifically relevant to the department's/campuses' services, needs or activities. Acceptable external links include:
 - Sound clips (including songs) must be limited to 30 seconds in length per song to avoid copyright infringement.
 - Commercial links meeting the following criteria:
 - Certain commercial links that provide information on purchases to staff and/or students, such as school rings, school supplies, yearbooks, graduation announcements; athletic items, etc. should have approval from the business department prior to being posted.

- All other commercial links, commercial transactions or advertisements are prohibited on school pages unless otherwise approved by the Chief Communications Officer.
- To have updates completed by the District Webmaster, an email request must be submitted.

Publishing Guidelines

Note: *In all cases where an external link is used on a campus' website, the following disclaimer statement must be present on the campus' main navigation page: **Duncanville ISD is not responsible for contents on external sites or servers.***

- All official campus and district sites must be hosted on the Duncanville ISD web servers, or on servers which are approved by the Duncanville ISD Technology Department.
- Files hosted on the DISD web servers and hyperlinks from these files should not contain information that is in violation of (or promotes the violation of) any district policy or regulation nor any local, state, or federal regulations or laws.
- The following student information is generally acceptable to include on a campus webpage, if parents have given permission/consent to use it per the District disclosure form (FERPA):
 - Student's picture or work with first name, or first name and last initial only.
 - No other personal information about a student is allowed, such as e-mail address, physical/home address, or phone number.
- All publications must comply with all state, federal, and international laws concerning copyright, intellectual property rights, and legal use of network computers. Unauthorized use of copyrighted materials is prohibited. Giving credit (web address or active link) to a company that has created graphic, design, etc. for a campus page may be allowed unless the Internet filter blocks the site.
- Prohibited items include:
 - Personal information of personnel and parent volunteers: non-district e-mail addresses, non-district mailing addresses, non-district phone numbers except as approved by the building principal.
 - Pictures and names of parent volunteers or personnel will be allowed with the campus principal's approval
 - Student personal contact information of any kind.
 - Links to personnel, volunteer or student personal homepages.
 - Any use of obscene or inflammatory language, which will result in the loss of network privileges.

Formatting Guidelines

- Use a consistent style on the campuses main pages (individual departments, grade levels, programs, etc. may vary, but the administrative and general information pages should maintain consistency in look and navigation).
- Webpages should not scroll beyond two screen lengths vertically and should not scroll horizontally at all. Additional pages may be considered as an alternative in order to cover the necessary material.
- Text entries on the webpages should be limited to the fonts: Arial, Helvetica, Tahoma, Times New Roman, Futura, and Lucidia Sans. Any special fonts should be saved and used as graphics to ensure that they display properly. To the best of your ability, use standard fonts that are consistent with district/campus websites.

- Avoid using white text.
- Graphics should be used judiciously.
- Animated GIF files should be used very sparingly and need to be relatively small.
- Video and audio files may be used when they are appropriate.
- Any video, audio or graphics used must be maintained and always active.
- Any videos posted on the district/campus websites should be approved by campus principals or the District Webmaster. For better viewing capabilities, these videos can be embedded from SupeTube upon the above approval.

***Note:* Any webpages or posting out of compliance with all guidelines in this manual should be changed, replaced, fixed or deleted within 5 days of notification. Any questions or concerns should be directed to the DISD Communications Department and the District Webmaster.**