

Staff Web Publishing Guidelines and Standards

I. Definition

A district web page is any Internet web page established by district employees or students on behalf of the district, any building within the district, or any school club or organization within the district, as well as any web page established through use of the district's equipment or the district's access to the Internet.

II. Approval of Web Page Content

Because the District 203 web site is a closed forum for expression, the district shall have sole authority over materials published.

1. All staff wishing to post a web site must be current employees of District 203.
2. The web page author(s) will be responsible for content, accuracy of links, and for conformance with standards outlined within this policy prior to uploading the web page to the district's site.
3. Each student wishing to publish a school web page must obtain an adult sponsor.
4. Student web authors may not link to personal home pages or email addresses. All links are to be directed to the adult sponsors' school home page and school email address. The adult sponsor will be responsible for content, accuracy of links, and for conformance with standards outlined within this policy prior to uploading the web page to the district's site.
5. Individual staff web sites may not exceed 50MB without explicit approval from the Director of Technology.
6. All other web sites, such as athletics, activities and performing/fine arts may not exceed 20MB without explicit approval from the Director of Technology.

III. Web Content and Subject Matter

1. All subject matter on District 203 web pages must be related to school authorized curriculum, instruction, or activities.
2. All material contained within any district web page must adhere to all Board of Education policies, including, but not limited to the Board of Education's Internet Acceptable Use Regulations and the District's Code of Conduct.
3. Links from District 203 web pages should be in support of education and research and related to curricular and co-curricular sites. Such links must meet the criteria established in the Board of Education's Internet Acceptable Use Regulations, as well as all other relevant Board of Education policies.
4. Links should be established to the web page author's New Trier home page and email address, but should not be linked to personal home pages or personal email addresses.
5. Staff may not host personal home pages as part of the district's web site.

6. Obscene, abusive, profane, harassing, or offensive images, information or data are prohibited from inclusion in any web page.
7. No web page shall be used to advertise goods or services not sponsored by District 203.
8. All material published on any school web page must comply with all state, federal, and international laws concerning copyright and intellectual property rights.
9. Posting of student names and images must comply with the **Student Safeguards** established in **Part V** of this document.

IV. Web Page Quality and Technical Standards

As the New Trier web presence continues to grow, it is important to keep our web site efficient and current. Web page authors need to adhere to the following guidelines:

Web Author Site Management

1. The opening screen of a site's home page should not exceed two screen lengths.
2. All web pages should be free of spelling and grammatical errors.
3. Only active files should be stored on the web server. Outdated material, student published work, and photographs should be removed on a quarterly basis.
4. Web pages should be reviewed and updated on a regular basis. The revision date should appear at the bottom of the revised page.
5. Web sites should provide contact information so visitors can easily get more information or make suggestions.
6. All internal and external reference links should be checked on a monthly basis.
7. Web pages should include a link back to the site's opening page and/or to the appropriate portion of the district's home page.
8. Images and movies should enhance the intellectual content of the page and be optimized for decreased loading time. It should not take more than 5-7 seconds to load a page on our site.
 - a. Graphic files should be optimized for use on school web pages and must comply with all state, federal, and international laws concerning copyright policies and procedures. It is recommended that graphics be under 60K in size. Specify the ALT attribute to identify images.
 - b. Multimedia components should be optimized for use on the district web site and must comply with all state, federal, and international laws concerning copyright, and intellectual property rights. Specify the ALT attribute to identify multimedia components.
9. Web pages should not contain links to other web pages not yet completed. If additional pages are anticipated, but not yet developed, the text that will provide such a link will be included, but the actual link may not be made until the final page is in place.
10. To ensure quality viewing for all site visitors, it is suggested that web authors view their posted pages on both Macintosh and Windows computers at different resolutions using Netscape and Internet Explorer.

Web Page/Site Organization

1. Web folders, subfolders, nested pages and documents should be given short names that clearly identify them. All folder and file names should be lowercase without spaces. Files should include the appropriate file extension (i.e., .htm, .jpg, .gif, .pdf, .doc, .mov).
2. Web pages should include a title, description, and keywords.
 - a. **Home page** -The home page for a web site should be named <default.htm or index.htm>.
 - b. **Image folder** -All images for a site should be stored in an image folder inside the main folder.
 - c. **Title** -Each page of the web site should include a title. Page titles are indexed by a search engine and appear at the top of the browser window. In addition, bookmarks reflect the titles of pages. (Page title examples: Academics –Name of Teacher, Athletics –Name of Sport, Activities-Name of Club, Teacher Name –Daily Schedule, Teacher Name –Advisory Information, Name of Sport –Roster, Name of Club –Fundraising Activities)
 - d. **Description** -The description is a sentence that describes the content of a web page. Search engine results include descriptions after the title of the page. (Description example: This is the New Trier home page for Boys Lacrosse.)
 - e. **Keywords**- Keywords are words and phrases that describe web page content. (Keyword examples for Boys Lacrosse: New Trier Lacrosse, varsity lacrosse, jv lacrosse, freshman lacrosse, lacrosse information, lacrosse schedule.)

V. Student Safeguards

1. Publication of student information on the District 203 web site shall be limited to directory information as defined under the Illinois School Student Records Act and the Federal Education Records Privacy Act, and shall occur only after the appropriate consent has been obtained.
2. No reference or link shall be made to a student's home address, phone number, or email address from the district web site.
3. Group pictures of students should not be accompanied by identifying information unless explicit parental permission has been granted by a parent/guardian signature on the Internet Publishing Consent And Waiver Form or consent of the student (if over 18 years of age).
4. Posting of individual pictures of students require a parent/guardian signature on the Internet Publishing Consent And Waiver Form or written consent of the student (if over 18 years of age).
5. Student work may be published on the district web site as long as no contact information is provided

6. District web pages may contain the name and email address of the staff member responsible for the content of the page. No student email or contact information will be published.

VI. Additional Procedures

Due to the rapid advancement of technology, the Superintendent or his or her designee may establish additional requirements and procedures as necessary.