

Wichita Falls Independent School District



Website Guidelines & Policies

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Overview

These guidelines were created by the Wichita Falls ISD Community Relations Office. 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, 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. It is the responsibility of the campus personnel to ensure disclosures have been verified prior to posting student information on the website. When checking a student's disclosure status, administrators/personnel must pull the most recent form (as of that date) from the Skyward student database system to ensure no changes have been made.*

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

All district personnel must abide by Section 508, a federal law that requires agencies to provide individuals with disabilities access to electronic and information technology and data comparable to those who do not have disabilities, unless an undue burden would be imposed on the agency. To meet this commitment, our web pages have been designed to meet or exceed the Section 508 standards and to conform to the W3C Web Content Accessibility Guidelines (WCAG) 2.0, Level AA. District personnel with editing rights to the WFISD website must complete a website accessibility training provided by the District Website Auditor. The WFISD Accessibility statement can be viewed at <http://www.wfisd.net/accessibility>.

Goals and Objectives

- Provide timely, supportive and educational information to students, parents, staff and Wichita Falls community.
- Make information and communication technologies accessible to individuals with disabilities by meeting or exceeding the requirements of Section 508 of the Rehabilitation Act.
- 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

Roles, Responsibility and Protocol

The website is managed by the Community Relations Office; however, it takes all WFISD 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 Community Relations Office. Events on the district calendar must be approved by this department. At the discretion of the Communications Officer 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, 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 WFISD Communications Officer.
- The District Webmaster is the only individual approved to make changes to the district homepage along with other Community Relations Office staff as necessary.
- The District Webmaster is in charge of general website access and editing rights given to WFISD employees.
- 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.
- 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 WFISD 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 WFISD 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 Schoolwires 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, 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 WFISD 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. (Size limitations of these pictures are 980 pixels X 500 pixels)
- Updates to individual school banners, including logo and shortcut icons require approval by the WFISD Communications Officer, District Webmaster and campus principal. These changes can only be made by the District Webmaster.
- School slogans, located on the banner of each campus webpage, must reflect the mission, vision, goals objectives, educational purpose or school pride with approval from the WFISD Communications Officer, District Webmaster and campus principal.
- Images, videos, graphs, PDFs, photo galleries and any other related content placed on a campus homepage an have a maximum width of 450 pixels (this is the maximum space provided but 350 px -400 px is recommended). Any other pages should have a maximum width of 600 px to avoid horizontal scrolling.
- 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 NCLB report card, TAPR report, TEA Accountability Rating report and TEA report card
 - Family Access gradebook/Skyward
 - A complete list of required links by campus level should be distributed by the District
- For pages developed by staff:
 - Each page must, at minimum, contain a link back to the previous level in the campus' website and a link to the site's main navigational page.
 - 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 WFISD 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 WFISD 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 Community Relations Office.
- Curriculum-based educational links that are approved by the campus principal and the appropriate curriculum department personnel.

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: **Wichita Falls ISD is not responsible for contents on external sites or servers.***

- All official campus and district sites must be hosted on the Wichita Falls ISD web servers, which are operated by the Wichita Falls ISD Technology Department.
- Files hosted on the WFISD 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 content that is not accessible from inside the WFISD network or through the internet filter (i.e. chat rooms, message boards, guest books)
 - 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, 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 or links (white is difficult to read or print).
- Graphics should be used judiciously.
- Animated GIF files are prohibited.
- Video and audio files may be used when they are appropriate and are compressed and closed captioned properly. They are generally large files that take long “load times” for the user and many times require some users (non-district network machines) to have special plug-ins or viewers/players in order to view or hear the files.
- 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 Community Relations Office. For better viewing capabilities, these videos can be embedded from YouTube 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 WFISD Community Relations Office and the District Webmaster.