

**Halstead-Bentley USD 440
Web Page Publishing Guidelines**

**Halstead-Bentley USD 440, Halstead, Kansas
July, 2010**

General Guidelines for Web Page Publishing

These guidelines are to provide consistency, quality and general direction of how Halstead-Bentley USD 440 will be represented to the Internet community. A web page will be held to the same standards as any other publication or communication produced by the district.

The purpose of any Halstead-Bentley USD 440 communication is to share information regarding issues, events, personnel, students and board of education activities that impact our schools, students, staff and community.

Communication standards include:

1. Accurate information
2. Useful and informative content
3. Professional design
4. Adequate and effective distribution to insure goal of communication
5. Observance of all copyright, libel and slander guidelines

Guidelines for Halstead-Bentley USD 440 web pages have been established in five categories:

1. Purpose of Halstead-Bentley USD 440 Web Presence
2. Content
3. Design Standards
4. Process for Development and Publishing (uploading pages)
5. Compliance with District-Approved Acceptable Technology Use Policy.

1. Purpose of Halstead-Bentley USD 440 Web Presence_

Our schools' web presence represents the school to a potentially greater audience than any other medium. The collection of electronic documents can be an excellent way to provide unique information about the schools. In addition, the World Wide Web is an excellent teaching and learning tool.

Halstead-Bentley USD 440 web pages will be used for the following purposes:

- a. Share institutional, personal, student organization, and community information
- b. Share educational resources

Halstead-Bentley USD 440 Web Page Publishing Guidelines

- c. Provide authentic classroom and audience experiences for students
- d. Bring real-world relevance to curriculum and expands the classroom beyond the traditional “four walls”

1. **Content**

In the long term, content is what makes a web site successful. Other flashy features may dazzle your visitors, **but a site with comprehensive and regularly updated content is the goal.**

General Content Guidelines:

- a. All subject matter on Web pages should relate to curriculum, instruction, school-authorized activities, general information that is appropriate and of interest to others, or it should relate to the school district, or the schools within the district.
- b. Graphics and other visual materials should be of high quality.
- c. Written information should be free from grammatical and spelling errors, be concise and informative. Include disclaimers whenever individuals may be expressing personal opinions not those of the school or the school district
- d. Any linked site must adhere to the same standards and policies as district-sponsored web pages.
- e. A link may be developed and maintained with a school-business partner.
- f. Individual departments or activities may have homepages linked to the building’s web page if the teachers of the participating departments or activities take the responsibility of updating and maintaining the information. Though students may actively assist in the maintenance of these homepages, the teacher/sponsor is responsible and will evaluate the information to be included on any page prior to submission for approval by the superintendent or his designee/s.
- g. School sponsored organizations including school clubs, school and home clubs, and school and parent groups may have homepages linked to the building’s web page. The superintendent or designee must approve content of these pages. It is the responsibility of the organization to update and maintain the information.
- h. Personal homepages for staff and or students linked to official Halstead-Bentley USD 440 homepages or home pages for other individuals or organizations not directly affiliated with the district are strictly prohibited. The district must take a position to minimize legal risks and the possibility that published material will not reflect poorly upon the institution or any of its organizations.
- i. Every building’s main page must include a reference to Halstead-Bentley USD 440 and a link to the district’s homepage displayed in a prominent position.

Main Page Menu/ Suggested options

Halstead-Bentley USD 440 Web Page Publishing Guidelines

- a. School information
- a. Curriculum
- b. Calendar
- a. Parent-Teacher/School clubs
- b. School site council
- c. Staff
- d. Internet search engines

- e. Educational resources (Before an item is listed as a worthwhile site, a staff member shall have visited the site to verify that the site and its information are both developmentally appropriate and relevant to the district curriculum. The inclusion of items on a list implies endorsement.)
- f. “What's New” Button to take the user browsing the site past the static information to the newest information
- g. District and/or building E-mail and US mail address as well as contact names and institutional affiliations on major menu pages
- h. Date of last update
- i. Name of web page designer/master
- j. Links to other district sponsored web sites

Page Identification Information

Not all visitors will arrive at the site right at the original home page. If the site has excellent resources, various programs like WebCrawler might link people around the world to pages deep within the site. You should assume some of your pages will be accessed directly rather than through your home page. Therefore, there are certain things every page on your site should contain:

- a. Author of the page/Contact person
- b. Parent institution or organization (i.e. Bentley Primary School, Halstead-Bentley USD 440, Halstead, Kansas)
- c. *Mailing address, email, and phone number of institution or organization*
- d. Link to your main page
- e. Links to other major sections of your site
- f. Date of creation/update
- g. Copyright notice (if page contains copyright information): The general symbol is the letter “c” inside a circle—©—or the word “copyright” followed by the original year of publication and the name of the person/entity that holds the copyright, i.e. ©2000 Jane Doe.

Publishing Student/Staff Work and Use of Names/Pictures

Halstead-Bentley USD 440 Web Page Publishing Guidelines

Staff or student work may be published only as it relates to a class project, course, or other school-related activity. Any work published on the web should be of high quality and represent the best work of the individual or group.

Photos (individual or group) of students with accompanying names are prohibited.

Web page documents may not include any information that indicates the physical location of a student or staff member at a given time, other than attendance at a particular school, or participation in activities. (This specifically prohibits publishing the personal home address, personal phone number or personal email address for any student or staff member.)

Use of Web Art, Photos, Text, etc. from other sources

Unless there is a clear statement that art, clipart, sounds, music, photos and/or text are "public domain" and available for free use, the accepted policy is that they are copyrighted and shall not be taken and used for re-publication on a local area network, a wide area network or a Web site.

Written permission shall be obtained for use of any copyright materials. The publisher or author determines what 'Fair Use' is. If written permission is granted, a credit line near the item or at the bottom of the page is necessary.

Slander, Libel and Objectionable Materials

Writers and publishers must always be on the watch for slanderous materials. In the case of schools, the courts have held that libel, slander and damaging reports in school publications are grounds for damages. The school is expected to protect individuals from such damage by reviewing content. Given the reality that Web publishing may reach a global audience, the damages resulting from malicious publishing may far exceed those formerly associated with school publications which might have reached several hundred readers.

Documents may not contain objectionable material or point (link) directly to objectionable material. Regarding the question of quality or propriety of Web page material, appearance, or content, the judgment of the superintendent or designee will prevail.

2. Design

- a. Less is more. Take a minimalist approach to page design. Employ few graphics except where the visual contributes meaning. Web sites that move slowly and inefficiently are ineffective.

Halstead-Bentley USD 440 Web Page Publishing Guidelines

- b. Maintain smoothly gliding formats. Repeating basic formats enhances speed of movement. If a page includes a background GIF file, for example, using only a handful of different backgrounds for major sections enhances speed. Once the GIF is loaded, it takes little time for it to do its job on each succeeding page, but if the backgrounds keep changing, each change will require new loading, thereby slowing access speed. The same is true for small logos and banners. If repeated, they do little damage to efficiency. Random variation is the enemy of glide. It is also a violation of good design.
- c. Animated graphics negatively impact the speed of a page. Overuse of animated graphics is distracting to content and should be avoided.
- d. Create menus that are logically comprehensive and coherent, employing headings that are meaningful. A list should fully encompass the major categories of the material being offered with labels that clearly indicate the kinds of information contained at each of the next levels.
- e. Provide navigational tools in a systematically consistent fashion. It is all too easy to get lost unless the visitor can always count on finding certain buttons on every page located in the same spots. At a minimum, every page should contain a "return to main page" button. If the page is fairly deep into the site, it should also contain a button for return to the menu related to that section of material.
- f. Maintain consistent formats and avoid overuse of random designs. Major sections of a site might each have variations in design, a different background color and accompanying logo related to the topic or category, for example. "Showboating" dozens of different fonts, graphics and designs impedes performance and violates design standards.
- g. Include appropriate copyright notices on every page. Even though it is very easy for users to copy materials on pages, intellectual and artistic production is still covered by copyright as long as a notice is posted. Writing, artwork and photography of students and staff are protected by these laws.
- h. When copying is permitted and expected, those permissions should be clearly stated where the notice can be easily found.

3. Development and Publishing (uploading)

- a. The district home page is a public document welcoming the outside world to the district. Building principals are accountable for individual school homepages' content and design.
- b. Before any information is uploaded to a web site operated by Halstead-Bentley USD 440, individual building, department, club or organization, the content and overall design must have the approval of the building administrator, the district technology coordinator or the public information officer. Violating this procedure will result in loss of privileges.
- c. Designated district web managers are the only individuals authorized to access the web

**Halstead-Bentley USD 440
Web Page Publishing Guidelines**

- server and upload information to web pages. Violating this procedure will result in loss of privileges.
- d. All documents must conform to School Board Policies and regulations as well as established school Internet use guidelines.
 - e. Any student information communicated via district web pages will comply with district policies on data privacy and public use of school records.
 - f. Any deliberate tampering with or misuse of district web pages, network services or equipment will be considered vandalism and will be handled in accordance with the district Internet Use Policy and other related policies.

 - g. Each web page must include an indication of the date of the last update to that page and the name or initials of the person(s) responsible for the page or update. It shall be that person's responsibility to keep the web page current.
 - h. District staff will be responsible for providing the technical support as well as maintaining the district's web server. In addition, training for the development of home pages will be provided as the need arises. District staff will periodically monitor web pages for appropriate content and design and provide suggestions when necessary.

4. **Acceptable Technology Use Policy**

Additional requirements regarding use of district technology are outlined in the district's Acceptable Use Policy and Policy Handbooks.

**Halstead-Bentley USD 440
Web Page Publishing Guidelines**