

Web Publishing Guidelines

Arlington Heights School District 25

The creation of web pages provides a means of communication between Arlington Heights School District 25 and the world. The information that is published on web pages should communicate school news, showcase student work, assist students with their learning and inform visitors about curriculum and programs. The web server is a tool to be used to help students, staff, parents and others use communication technology to improve learning. All published material must have educational value and/or support the district guidelines, goals and policies. Publishers of web pages need to familiarize themselves with and adhere to the following policies and procedures. District 25 assumes no responsibility for the content of web pages published on servers not owned by District 25 including, but not limited to, third party blogs and wikis.

All district Internet and Intranet web sites have a designated web publisher: an individual who develops, gathers and organizes web content. The publisher has certain critical responsibilities relative to the accuracy, timeliness, and appropriateness of the content. Due diligence is expected of web publishers to ensure all aspects of content meet the highest standards possible and adhere to all of the guidelines and policies. Publishers must remember that this web presence is an important and often initial reflection of Arlington Heights School District 25.

Accuracy and Timeliness of Content

All content will be appropriate, up to date and accurate. It is the responsibility of the building principal to ensure that their school web pages are current and in compliance with the guidelines and policies. It is the responsibility of each staff member to maintain his or her individual web pages and to obtain permission for the use of students' first names, images and attributed work in accordance with District 25 policy. The Web Specialist is responsible for the maintenance of the district pages.

All staff members are responsible for making web publishers aware of any content inaccuracies by responding to contact information on the web page. Anyone who notices anything inappropriate or offensive on district, school or staff web pages should immediately send an email to website@ahsd25.k12.il.us to expedite the removal of the inappropriate content.

Publisher Responsibilities

Web publishers are responsible for content that is appropriate, up to date and accurate. It is also the responsibility of the owner to notify the Web Specialist if a web site needs to be removed from the server because of a change in assignment or if leaving the employ of the district. Since web pages are accessible by the general public and may be a visitor's first introduction to the school district, it is essential that web publishers adhere to the following guidelines and policies:

- Content Goals
 - Content should support educational goals.
 - Content should be informative and increase communication between the district and the community.
 - Content should encourage the sharing of school related information and resources.

- Student Safety and Board Policy
 - Students should only be identified on a web page by their first or preferred name.
 - Web pages will never include a student's email address, personal web address, street address, phone number or other identifying information.
 - Permission will be sought for the use of a student's first name and attributed work on a web site.
 - A recognizable photograph, video or likeness of a child will never appear on a web site without permission from a parent or guardian and will never be identified with a child's name.
 - Web pages will never include information that indicates the physical location of a student at a specific time, other than attendance at a particular school or participation in activities.
 - Sites will never include information that violates the privacy of others.
 - Offensive material or links to external sites that contain offensive material is not allowed.
 - Copyrighted material may not be produced or transmitted via the district servers without written permission from the copyright holder.

- Content and Technical Standards
 - Personal and commercial advertisements are prohibited on school and district sponsored web pages. Links to commercial web sites with advertising should have a clear educational purpose.
 - Public service announcements may be posted with the approval of the Superintendent or designee.
 - All content must be free of spelling, punctuation and grammatical errors.
 - All school and curriculum web sites must link to the District 25 home page.
 - Each web page must contain a link back to the main page of the site.
 - Each site must contain the publisher's email address.
 - Pages with time sensitive content (ie: calendars, school events, homework and staff information) must be updated at least monthly to ensure current and accurate information.
 - Any external links will support district goals and meet the guidelines and policies of the district.
 - The publisher must test web pages periodically for accuracy of links.
 - Web pages must not link to pages that are under construction.
 - All web pages must have a title that appears in the browser menu bar (not "untitled").
 - Tiled backgrounds, large graphics, animated clipart and unusual color combinations may be distracting and should be used sparingly.

- Pages should be tested in several web browsers as each browser may display pages differently.
- Publishers should use labels and titles for images and tables that will allow clear interpretation of content for text to speech reader technology (alternate text). This will assist in meeting accessibility standards as set by the Americans with Disabilities Act.
- Copyright Information
 - All teachers and staff are responsible for compliance to copyright and intellectual property laws.
 - Publication of student work on a district or school web site does not constitute the student relinquishing the ownership of the work.
 - Material copied from other web pages should not be used without obtaining the prior permission of the author of the page and must be cited.
 - Material from software owned by the school should not be used without permission or unless the licensing agreement specifically allows for such use.
 - Remember that what might qualify as fair use in the classroom will not necessarily meet the test of fair use when published on the Web that has worldwide accessibility.

Publishing Procedures

- Create web pages by using the HTML editor of your choice (RapidWeaver or Dreamweaver MX).
- Publish your pages to the Sites folder that is located in your personal folder on the access.ahsd25.k12.il.us server.
- Notify your principal of the creation of your pages.
- When your new pages are approved, email postonweb@ahsd25.k12.il.us so that a link can be placed to your site from the school pages.
- Notify your principal of any new pages or changes to the content of your site. However, it is not necessary to do so for changes in homework assignment pages or calendar pages to keep them current.