

WORLD WIDE WEB PAGE PUBLISHING GUIDELINES

The School District of Whitefish Bay provides staff and students with access to the Internet for the purpose of fulfilling the District's mission of teaching and learning; use of the District website is for academic and operational objectives of the District. These Web Page Publishing Guidelines cover all websites and web pages sponsored by the District, including all building, departmental, team and grade level pages, as well as all teacher-supervised web pages. School and district web page creators are expected to familiarize themselves and comply with these procedures and other relevant policies, procedures and school guidelines. Web page authors are expected to comply with all relevant Federal and State laws and School Board policy. Failure to follow these procedures may result in the loss of authoring privileges or disciplinary action as determined by the District Administrator or authorized designee.

District web pages are considered official District materials and will be created by District staff members. Students may, upon approval from staff members, create, or contribute to, District-sponsored web pages in conjunction with a class project, course, or other school-related activity.

1. Purpose

The web pages of the School District of Whitefish Bay shall be used for the following purposes:

- Establish a District presence on the Internet
- Communicate information about the school district to parents and the general public
- Communicate information about curriculum, activities, and events within the community
- Provide an instructional tool for teachers and a learning tool for students
- Provide students and teachers with links to sites which correlate with curriculum and co-curricular activities and are appropriate for specific grade levels and have been reviewed by staff members

2. Roles, Responsibilities, and Content Review Each school and administrative department is responsible for the development and updates of their respective web pages. The Building Principal or the Department Directors will designate a staff member to support their web pages. These designated staff members within each School and Department will be considered the point of contact with the IT Department. The IT Department will offer training and support for designated staff members, including templates to be used in web page development. Web page authors are expected to exclusively use the templates provided and the District-selected web services.

The following individuals are listed in hierarchical order showing a chain of command concerning the District website. They are to provide leadership and monitoring in the development and posting of district or school web content. The security structure and access rights of a content management system will be used.

District Administrator: The District Administrator or his/her designee will have final authority for issues related to the content of all pages that are part of the School District of Whitefish Bay's website. Given the rapid change in technology, some of the technical standards outlined in these guidelines may require change. The District Administrator or his/her designee will make such changes.

Director of Technology: The Director of Technology is responsible for maintaining the District's website, including network security, operational integrity, navigation, and appearance. In addition, the Director of Technology is responsible to provide training and support to Building Principals, District Directors, and their designees. The Director of Technology has the authority and responsibility to monitor the website, including technical requirements, organizational needs and use, misuse, and abuse, and prohibited conduct.

Building Principals/Department Directors: Principals/Directors, or his/her designee, are responsible for being knowledgeable about the content of their building/program web page. The Principal/Director will approve initial pages for content and navigational structure. The Building Principal/Department Director will assign day-to-day website responsibilities to his/her designee in their building/department. This staff member will be responsible for training and supporting other staff.

Staff Members: Any staff member who has received training and support from a Principals/Directors designee

may create, author and maintain curricular or co-curricular web pages using the district-provided template and structure. The staff member is responsible for the content of any web pages he or she creates and ensuring compliance with these guidelines. Included in those responsibilities are the following:

- Content, including grammar, spelling and factual accuracy
- Links, including broken or redirected links
- Permissions and citations for any copyrighted materials, including text, audio, graphics, and illustrations, including any student created work(s).
- Compliance with Federal and State student record laws
- Supervision of students creating and/or contributing to a District-sponsored web page
 - Students may create their own pages with selected links within the instructional program, as long as it is posted by a sponsoring staff member who has received training and support from the Principal's designee.
 - Student activities and co-curricular pages must be posted by a staff member sponsoring the webpage. The bottom of each page must include the staff member's full name and e-mail.
 - The review of content for student web pages starts with the web page creator or sponsoring staff member, followed by the Principal's designee, Principal, then the Director of Technology. Final authority for any issues related to content of web pages remains with the District Administrator.

3. Creation of District Web Pages

Any person creating, authoring and maintaining web pages must use the following guidelines:

- Pages belong to the District and must be of the highest quality
- All subject matter and links on web pages should relate to curriculum, instruction, or school-authorized activities
- Page contents must adhere to the District's Appropriate Use Policy for Technology, privacy regulations, and copyright laws, as described elsewhere in this document.

4. Content of District Web Pages

The Internet is a global network containing some material which may be considered unsuitable in a school setting. The School District of Whitefish Bay believes access to information is critical to education. All web page authors will review and monitor all links for appropriateness for student use. However, the District cannot guarantee that links to other web pages will never result in exposure to material considered objectionable or harmful to minors. Staff will make every effort to provide guidance and skills needed to use the Internet in ways appropriate to their educational needs and personal safety.

Consistent appearance and navigation will be accomplished through the use of standardized templates for all web pages, except individual teacher's web pages. These templates will be created by the Director of Technology for use on District web pages. Greater design flexibility is available at the individual teacher page level.

Information may only be placed on official District and/or school web pages if it meets the following general requirements:

- The information is an accurate and factual representation of official school and/or Board policies, programs and positions
- Font choice, size, and color will be determined by the template(s) on all pages except individual teacher pages
- It is highly encouraged that at least one image or graphic should be included on each page with a maximum of 10 per page. Image files should be .gif or .jpg and less than 2 MG and should not exceed 400 pixels.
- When attaching resource files, the file name should include the date of last revision as the month and year, i.e. field_trip_form_may2008.pdf or field_trip_form_05_2008.pdf. The file name should be lowercase without spaces, and include the file extension.
- Pages to be password protected must have Director of Technology approval. Should pages be password protected, these pages are not exempted from the criteria of these guidelines.
- No personal, non-education-related material may be placed on official District and/or school web pages

- The information does not contain any confidential material or other material in violation of laws, regulations or established Board policies
- Copyrighted material may not be used without appropriate permission from the copyright owner (examples include cartoons, photographs, songs, and graphics)
- When copyrighted material is included with permission, the author is cited accurately
- The information is written so that it can be clearly understood and meets proper standards of grammar, spelling, punctuation, etc.
- Content of a web page must not be commercial in nature, nor should it serve merely to point to a commercial page
- The web pages of the school district will not contain any advertisements sponsored by a for-profit, non-profit or not-for-profit business or organization
- All web pages shall be created to facilitate efficient loading and viewing regarding graphics and sound

5. Links on District Web Pages

The District web pages contain links for the following purposes:

- Provide resources for teachers which will enhance the instruction of the District grade level or course curriculum
- Provide guided sources to students which will allow them to use the resources of the internet in their school work
- Provide information about the District in general and, specifically, the elementary schools, middle school and high school
- Subject to coordination and approval by the Building Principal, a community group whose primary purpose is to build school community among students, families and staff, organize school-wide events to support the school, and raise funds for the support of general school operations, may provide information and communications through links on the District's website.

All links on District web pages shall follow the following criteria:

- All links to all web pages meet the legal, moral and ethical standards of the District as well as directly correlating to the curricular and/or communication goals for the District
- Links to personal home pages of students and staff shall not be made from any District web page
- Web pages may not contain links to web pages not yet completed
- The District does not take responsibility for the contents of outside websites and does not endorse the points of view represented at any particular site

6. Information and Safety:

Student Information and Safety:

District staff members are expected to comply with the State of Wisconsin's Pupil Records Law (Wis. Stat 118.125) and the Federal Family Educational Rights and Privacy Act (FERPA), which protect students' privacy in their student records and require student records remain confidential unless permission to disclose the information is provided in writing by an adult student or a minor student's parent/guardian.

Permission to post on the District website a K-8 student's first name, with or without a picture/video/other electronic image, is allowed unless a request to withhold this information has been completed by the student's parent/guardian.

Permission to post on the District website a 9-12 student's first and last name, with or without a picture/video/other electronic image, is allowed unless a request to withhold this information has been completed by the student's parent/guardian.

No personal contact information of any kind will be posted for students; student's e-mail address, personal web address, street address, telephone number, or any identifiable information will be not be posted on the District website. Should a contact person for student projects be needed, it must reference the teacher using a @wfbsschools.com email address.

Staff Information and Safety:

The business address, business telephone number, business email address and staff picture of staff members are public information under state law, thus they may be posted. A staff member requiring an exception due to legal proceedings may request an exemption by writing to the Director of Human Resources & Special Services. Any other personally identifiable information about a staff member is prohibited, except with prior permission from the staff member and as approved by the Building Principal or his/her designee. This includes, but is not limited to, non-district e-mail addresses, non-district mailing addresses, and non-district phone numbers.

7. Web Page Review Process

All District web pages must go through the District review process.

- All pages must be reviewed by the School/Department designee in collaboration with the building principal when deemed appropriate
- Any questions, on the part of the School/Department designee, regarding the validity of a web page should be directed to the Director of Technology.

8. Updating the District Web Pages

All District web pages will be updated regularly.

- The updating of time-sensitive information such as calendars, event lists, schedules will be determined by the School/Department designee and only those authorized staff may make changes to the school websites
- Content for District news items will include notable achievements, recognitions and successes
- Calendar items will be district-sponsored events
- Relevance of news and calendar items will be based on the professional judgment of the Building Principals/Department Directors/Superintendent
- The suggested time frame is to update pages once a month during the school year
- All staff will have a District web page that will include the following updated information: first & last name, title, District voicemail number, and District e-mail address and current district photograph. Staff will have the option to link to their individual district web page.
- Links included on the various web pages must be reviewed and checked for accuracy and timeliness at least quarterly

9. Publishing Rights and Responsibilities

The work of students may be published on District web pages provided the work is appropriately attributed to the student, the student is identified by name only, and a "Permission to Display Student Work" form is on file with the school (form attached). This form only needs to be completed once during a child's school career in the School District of Whitefish Bay. Author/Artist credit must always be given for original student work; if the student is in grades K-8, only the first name of the student will be used to give credit; if the student is in grades 9-12, first and last name may be used to give credit. Adult students aged 18 or over may offer written permission of their own. Students shall retain the copyright of their own published work. In cases where a publisher wishes to contact a student or family for potential permission to reproduce work, requests will be forwarded to the family of the student. The family may then contact the publisher if so desired.

10. Moderated Blogs and Wikis

Staff may choose to use a moderated blog or wiki, using a district-sponsored or district-endorsed site. The use of a moderated blog or wiki should: (1) promote and leverage 21st Century communication between teacher and students, classroom and home, and (2) engage and encourage students for high achievement as life-long learners.

11. Social Networking Sites

Social Networking sites are allowed when they have a direct connection to the curriculum. The sites must follow the District Acceptable Use Policy. These social networking links should be posted on the individual staff member's classroom web pages.

12. New and Emerging Technologies

As new and emerging technologies are adopted, staff and students are expected to apply established rights

and responsibilities to those new technologies. Requests for additional website functionality and growth will be measured against staff capacity, financial resources, and ability to manage the long-term needs of the website.

13. Web Page Publishing Policy-Review Process

This web page policy will be periodically reviewed by the School District of Whitefish Bay and may be modified or added to as new situations arise or as the technology changes.

Determinations may also be made on whether specific uses of the web technology are consistent with this policy.

14. Limitation of Liability

In no event shall the Whitefish Bay School District be liable for any damages, whether direct, indirect, special or consequential, arising out of the use of the web pages or web server, accuracy or correctness of databases or information contained therein or related, directly or indirectly, to any failure or delay of access to this technology. Use of any information obtained via the web page/server is at the user's own risk.

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