

Parker Unified School District #27



Guidelines for Web Pages

Parker Unified School District (PUSD) students, teachers, and support staff are invited to create World Wide Web pages which are consistent with our mission “to provide a positive environment that allows comprehensive, success-oriented learning activities for young people in our schools.” Web pages are vehicles for educating, informing, communicating, and expressing creativity. Web pages should reflect an understanding that both local and external audiences will be viewing the information.

In order to develop web pages for PUSD, creators should familiarize themselves with, and adhere to, the following guidelines and recommendations:

1. General Standards

- A. All pages should conform to state and federal laws, PUSD policies, and the district’s AUP
- B. All pages are the property of PUSD, and not the property of any individual or group
- C. All pages should be created with the district’s standard software (Dreamweaver) and/or text on all pages should be accessible and editable by webmasters.
- D. All pages will be located on the PUSD web server
- E. Web pages will not be used for any commercial purposes or financial gains

2. Web Site Content

School home page should be informative and simple to navigate.

- A. A message from the school’s principal
- B. Demographics, mission, and philosophy of the school
- C. The school’s monthly calendar of events
- D. The school’s monthly newsletter
- E. A directory of teachers’ names, phone extension, and email
- F. Projects and events specific to the school, clubs (e.g. carnivals, etc.)
- G. Photos of students engaged in school activities
- H. Student handbook, suggested
- I. Map of school, suggested
- J. Resources for parents
- K. Educational content is favored over advanced stylistic tricks on web pages
- L. No pages should link to personal, commercial, or objectionable web pages

3. Construction Guidelines

1st Page	All Pages	Organization of Site
School name, address, and phone number	Consistent format, background, and navigation bars	Logically organized
Identify school's webmaster and email address	Contain link back to the school's homepage	Keep audience and goal in mind
Date last updated or modified	Offer text alternative to complex multimedia pages	Reuse graphics when appropriate
Contain link back to PUSD district's homepage	Limit page length to avoid excessive scrolling	Develop pages that load quickly
	Correct grammar and spelling	Keep backgrounds simple
	Consider "galleries" of student work and photos to keep individuals from being identified	Avoid "under construction" and links that don't work
		Use thumbnail photos when appropriate

4. Copyrights & Acknowledgment

- A. Follow all laws pertaining to text, images, and sounds
- B. Downloaded material may not have been obtained illegally
- C. Credit sources (include author, title, place and date of publication)
- D. Plagiarism in any form is not permitted

5. Disclaimer & External Links

- A. Notify users, "You are about to leave the school's website..."
- B. Links from the school's website must also adhere to PUSD guidelines
- C. No links to student or staff web pages not housed on the PUSD web server other than those purchased by PUSD for teacher web page development

6. Privacy

- A. All web pages will adhere to FERPA laws
- B. Student photos and original work (poetry, essays, etc.) will be allowed as directory information, with parents' right of refusal, under the annual notification to parents
- C. Students' last names should not be used with photos. PUSD standard is student's first name for photo captions, and photos should include several students so that no single individual can be directly identified
- D. Students' names and photos should not be linked to their email addresses
- E. Staff members should consent to having their photo and name published on school web pages
- F. Photos and student work should not be published if the student himself/herself objects
- G. Web pages should not include a student's phone number, address, names of family members, names of friends, or the physical location of the student

7. Publishing

- A. Please preview all web pages in a browser before publishing
- B. Publishing web pages will follow a hierarchy of review:
 - Students must have pages reviewed and approved before publishing by a teacher
 - Teachers should notify the school webmaster when publishing new pages
 - School webmasters will review all pages of that school (teacher and student)
 - School webmasters should notify the district webmaster and school principal when publishing new pages
- C. Teachers' web pages should be related to their current job assignment
- D. Copies of any forms developed by school webmasters should be sent to the district webmaster to file

8. Maintenance

- A. School web pages should be reviewed/updated at least monthly
- B. Teacher web pages should be reviewed and teachers notified to update at least monthly
- C. Ensure that links are working and meet district standards
- D. Remove any unnecessary files from the web to free up space
- E. Back up the school's web site to a local harddrive, network folder, or cd
- F. Student web pages will be deleted when the student graduates or moves from the school

9. Maximizing PUSD Web Sites

- A. Print the school's web address on letterhead, business cards, newsletters, programs, handbooks, etc.
- B. Publish and demonstrate useful websites to parents
- C. Demonstrate the school's website at open houses, meetings, etc
- D. Keep school websites focused on educational outcomes

10. Forms

- A. FERPA notification, sent to parents annually
- B. AUP, signed for each school the student attends
- C. Copyright guidelines
- D. Intent to Publish
- E. Student AUP's & Parents' Right of Refusal letters are collected and filed at each school