

BERKLEY SCHOOL DISTRICT GUIDELINES FOR WEB PUBLICATION

ADMINISTRATIVE GUIDELINES

The Berkley School District web site will use web pages to allow staff to produce electronic information about the District, the curriculum and the educational activities of the District's schools. Contents of the site must be in support of education and must comply with District policies and guidelines as well as local, state and federal laws. Electronic publications will be subject to the same policies and standards as print publications. Failure to follow these policies and guidelines may result in the loss of authoring privileges on the web site or other more stringent disciplinary action.

The Berkley School District web site is an official district publication. All material appearing on the web site is copyrighted and should not be reproduced without written permission from the Superintendent/Designee.

All web pages on the District's server(s) are the property of the Berkley School District. Web pages will be deleted whenever a staff member leaves the District, when an assigned project ends, or other situation in which the information is no longer relevant, unless prior arrangements have been made with the Technology Services Department.

It will be the responsibility of the creator of each web page on the web site to keep the information accurate and updated. Staff members are encouraged to review and update individual web pages at a minimum of once a semester.

The Superintendent/Designee will maintain and oversee the District's web site.

Web content and links must comply with the guidelines and policies of the Berkley School District and support its mission. If content or links change in a manner that violates any of the guidelines or policies identified, the Superintendent/Designee may terminate the content or links until the violations on those pages are corrected.

Any staff member needing assistance with the web site should call the Communications Office. Questions or concerns about the content of any page(s) created by staff should be directed to the building administrator of that school or the Director of Communications.

BASIC STANDARDS FOR A BERKLEY SCHOOL DISTRICT WEB PAGE

- A.** All web pages must follow compliance standards as outlined in the Foxbright compliance document found online: http://www.foxbright.com/downloads/whitepapers/adabestpractice_1_28_16_final.pdf
- B.** All teacher webpages should contain at minimum 1) A welcome statement, 2) A staff bio, and 3) Subject/grade taught and classroom syllabus/expectations.
- C.** All web pages must be given names which clearly identify them (i.e. "Classroom Pages" or "Mr. Smith's First Grade). For assistance, call the Communications Office.
- D.** Authors should avoid uploading extra large files, videos or sound files. Such files require extensive download times and are frustrating for users.
- E.** Web pages should be periodically checked to ensure any outside links still work, and pages are free from broken links.
- F.** Web pages should not contain any advertisements.
- G.** The staff member who is posting the web page will edit and test the pages for accuracy of links, timeliness of information, and check for compliance with standards outlined in this policy.
- H.** No links can be made to personal sites, or to sites that are primarily commercial.
- I.** Student photographs are allowed, provided that a student has permission in Skyward for Media Release.
- J.** Students should not be identified in photos or photo captions by first and last name on the website.
- K.** Credit must be given for copyrighted clipart, photographs, sounds, or other material as needed.
- L.** Pages cannot contain any content that could be considered profane or inappropriate.
- M.** Web pages should not be left blank.
- N.** If at all possible, content should be added to pages rather than uploaded in a document for ease of use for mobile users.