

GUIDELINES FOR SCHOOL WEB PAGES

Mountain Home Public School District

Introduction

School web pages are public documents welcoming the outside world to our school and linking our students and staff to outside sources of information. Guidelines are required in the construction of school web pages to make sure that information on the pages is appropriate. Our web pages should support the educational goals of the Mountain Home School District.

In producing web pages, the following goals should be considered:

1. Introducing outside visitors to the school and its programs.
2. Sharing our students' and schools' successes.
3. Linking our users with good information resources.
4. Providing information to our community, parents and students.

Requirements –Mandatory

1. School Webmaster

Any school setting up a home page shall have a school webmaster appointed by the principal. The school webmaster shall assist the principal of the school in ensuring that these guidelines are adhered to and that the content of the school web pages meets the principal's approval. The principal may serve as the webmaster if he/she wishes to do so. The school webmaster is the only person in the school authorized to upload files to the server. All school homepages will be located on the district web server. All school webmasters are required to let District Webmaster, Keith Alman, know when their pages are ready to be posted, or share any concerns and questions with him at 425-1329.

2. School Home Page

The school home page shall be located on the District Web Server. All school web pages from any school in the Mountain Home School District must conform to these guidelines.

3. Content of Web Pages

The content of school web pages must be consistent with the educational goals of the Mountain Home School district and must be in compliance of the policies of the Mountain Home School Board.

4. Communication Links

No web page content should allow people accessing the page to contact any student directly. Communication with respect to the content of any page must be directed either to the principal of the school or the school webmaster. School home pages must include a <mailto:> link to the school webmaster.

5. Advertisements

School web pages may not contain any advertisements. However, they may contain small acknowledgments of school partnerships or sponsorships. Web pages may provide links to partner's or sponsors' home pages.

6. External Links

All links connecting to external sites must be approved by the school webmaster, and are subject to final approval by the technology coordinator and building principal.

7. Identification of Students

For a student's name and/or picture and/or information about the student to appear on a school web page, the school must obtain parental permission. Schools should proceed with caution and sensitivity in this area. The exception to this is when the photo was taken in a publicly accessible place. If it was possible that any number of people could have seen a particular student at a public event, then permission is not required. An example of this would be a crowd shot at a football game. However, if the picture was taken in a classroom or in a small-group setting that was not necessarily public, permission should be obtained. As a general rule, any teacher that generates web photos containing children must obtain permission prior to publication on the web. Filenames for pages and images should be checked to ensure that student's names do not appear there, e.g. johndoe.jpg, joepaul.html.

A copy of the proposed web page(s) could be sent home so that the parent can see exactly how the student's name, picture or information would be displayed and the parent could be requested to sign a permission form for his/her child's name and/or picture to appear in that form.

As a general rule, do not display both a child's picture and name together. Either display an article with the name and no picture, or a picture with no identifying names. Group pictures may be displayed without names. However, if a parent requests that his child's picture be removed from the group, either the picture will be removed from the site, or the picture edited to remove the child from it.

Similarly, permission must be obtained from any staff member prior to displaying his/her photograph or information.

8. Personal Home Pages

Personal home pages for students or staff members are not permitted. Students may create "content" pages under their instructor's supervision, but not personal pages about themselves. Any pages constructed by students must be previewed and approved by the school webmaster, Keith Alman (kalman@mtnhome.k12.ar.us). Staff members may create pages that are education oriented, and relate to the Mountain Home School District. Linking to a student's or staff member's personal page on an external site is not permitted.

9. Respecting Copyright

Copyright must be respected. The author of the Web page must not use copyrighted materials without permission.

10. No Commercial Use of the Web Site

The Mountain Home Public Schools Acceptable Use policy clearly states that there is to be no commercial use of the school's network.

Style Guide:

1. Avoid "Under Construction" signs on a page. Construct the page before placing it on the Web.
2. The date of the last update to the page should be clearly identified for page viewers. You can use a footer for this.
3. Use Microsoft FrontPage or Microsoft Word to construct your pages.
4. Images should be displayed with width and height set. Large images should be avoided.
5. Pages should be checked for spelling and proofread before they are displayed.
6. Facilitate travel through your web pages. Provide hypertext links wherever possible. Always include a link from your school's home page back to the district home page.
7. The school website will use the Tahoma Font. Use 24 pt. for headlines, 14 pt. or 12 point on interior pages
8. The school website will use the theme Network Blitz for all pages that do not have a white background.
9. Use graphics and animations sparingly. No more than one animated graphic on a page.

The following is a sample letter to parents for web page use.

Mountain Home Public Schools
1230 South Maple
Mountain Home, AR 72653

Dear Parents/Guardians,

As part of a class project, our faculty and/or students are developing and will be publishing web pages on the Internet. Publishing web pages is similar to publishing a newspaper with text and pictures. Just as anyone may pick up and read an article in a newspaper, anyone with access to a computer and the Internet may find and read our web pages.

We have now developed proposed web page(s) and have attached a copy to this letter. Before displaying any of this material on the Internet, we are requesting your permission to include your child's name and/or picture in the manner indicated.

School web pages are public documents welcoming the outside world to the school and providing information about the school. Guidelines for web pages have been established by the Mountain Home School District. The web pages must support the educational goals of the district and must be appropriate for anyone in the world to access. We hope that you will find the proposed web page(s) meet these criteria and will allow your child's name and/or picture to be included.

_____Teacher's Signature

I grant permission for _____'s
name/photograph/information to be published on the web page(s) on the Internet as
attached.

_____Parent's Signature

I do not grant permission for _____'s
name/photograph/information to be published on the web page(s) on the Internet.

_____Parent's Signature.

Comments: _____
