

Web Publishing Guidelines For Beeville ISD

The following guidelines for representing students and student works on campus web pages as recommended by the ACJ Web Team and the District Web Team.

Purpose of campus web pages: School web pages are published for several reasons, consistent with the goals of the Campus Improvement Plan:

- To enhance communication among staff, students, parents and the community;
- To enhance curriculum and encourage technology use within our school;
- To extend learning opportunities beyond the confines of the classroom;
- To showcase the processes and products of our learners.

Campus Web Page Contents:

- **Department Web Pages.** Departments may attach web pages that present information about the department, teachers, courses, and classes within the department. Each department chairperson will designate a web manager at the beginning of each school year to be responsible for managing the department's web site.
- **Teacher Web Pages.** Teachers may establish web pages that present information about themselves, the courses they teach, their classes and activities. Teachers will attach their pages through their department web manager.
- **Extracurricular Organization Web Pages.** With the approval of the Campus Web Manager, extracurricular organizations (sports teams, clubs, and publications) may establish web pages. Material presented on the organization web pages must relate specifically to organization activities and will include only coach/advisor-approved material. These organizations will post their pages through their designated web manager.
- **Auxiliary and Ancillary organization Web Pages** (booster clubs, parent organizations, etc). These organizations are part of the school community but not directly under school management. With the approval of the principal, auxiliary and ancillary organizations may attach web pages to the campus website. These organizations will post their pages through their designated web manager.

All Web Page Content:

- Relates to curriculum, instruction, school-authorized activities, or general information regarding the school.
- Follows Acceptable Use Policy
- Does not promote commercial or political ventures nor non-profits not directly related to the school.
- Does not violate any copyright, federal or state laws.
- May contain external links that relate to school activities, but must place disclaimer "Not responsible for contents on first or subsequent generation external sites or servers."

Web Page Quality Includes being:

- Educationally sound
- Free of spelling and grammatical errors
- Free of objectionable materials or links
- Reflects the school's mission
- Legal; credit must be given for any graphic or text not created by the author
- Invisible or non-obtrusive "Counters"
- "Last updated" date displayed
- Campus level pages will be consistent
- Campus level header page will be standardized for all schools
- Any page shall have a load time of thirty seconds or less on a 28.8 modem connection, FrontPage has the ability to display load times
- Custom animations are a series of still images that load in sequence. Load time is increased as the number of frames increases. Small animations that have few frames repeating are ideal but large animations are acceptable if used sparingly on any one page
- Color Strength is a large deterrent to web sites. Our district uses a "hot" color such as orange, the limit of 30-40% max of any color, taking into account back and foreground, should be used on a page
- Background should not make the text difficult to read, images and/or color should enhance the text and not detract from it
- Standard web fonts, common to most web browsers, will be used to help ease transitions and page loading
- A link must be provided to any "plug-in" that is required for document viewing and printing. Industry standard plug-ins include: Adobe Acrobat Reader, Quick Time Player, Real Player and Macromedia's Flash/Shockwave player. Another option is to have the document or application self start or self install.

Permission to Publish: Staff will obtain advance, written parental permission prior to publishing the following student information on a web page:

- Student name (first name, last initial)
 - Student work (with or without student name)
 - Photo (with no name or other identifiable information attached)
 - Participation in officially recognized sports or activities
 - Awards received
1. Student home addresses and telephone numbers will never be published.
 2. *Permission to Publish* forms must be signed by a parent/guardian before a student's work, name, and/or photo are published to the Web. These forms will be filed with the page's web manager.

Public events: Images and information disseminated to the press (radio, newspaper, etc.), public performances, and exhibitions are considered fair use and parent permission is not required.

Identification- The use of student names: Care must be exercised in distributing personal details regarding minor students. Where appropriate, "initials" or "first name, last initial" only will be used.

Student pictures: Group pictures are best, with references to the teacher's class rather than individual names. Where appropriate, first name and last initial or initials only may be used to identify members in a group photo.

Student work – Originality: Student work/products represented are presented as “original” work.

A web page must include:

1. Citations of sources for all content (text, images, video clips, etc.) that you did not create yourself. These citations may appear on the same page or on a linked page, as long as they comply with the requirements of all of your sources;
2. Only first name and last initial of students may appear on a web page;
3. Only staff email addresses; no student email addresses may appear on a web page;
4. Good Web design with logical, working navigation;
5. Proofreading. Remember that a web page is a published work and represents your students, your class, your group, your team, your school, and your district. If inventive spelling is intentionally included when posting student work, consider including an explanatory note; and
6. Only material and links appropriate for the intended audience should be on a web page.

A Web page must not include:

1. Broken links;
2. Numerous fancy fonts except in graphic format;
3. Links to personal home pages;
4. Chat areas or message boards unless curriculum or school related;
5. Student email addresses or any other identifying information such as addresses and telephone numbers;
6. Names or pictures of students whose parents have requested that the student not appear on the website;
7. Links to sites that violate BISD Internet policies.

Misuse of the campus electronic communication system will result in the loss of network privileges and may result in disciplinary action. In addition, the campus will cooperate fully with local, state, or federal officials in any investigation concerning or relating to the illegal use of the campus’s electronic communication systems.

Note: The Permission to Publish Student Photo/Work/Accomplishments form is on the next page.

Permission To Publish
Student Photo, Work, and Accomplishments on the
Beeville ISD Web Site

Name of Student _____

Name of Parent _____ Phone _____

Address: _____

Your child's work or activity participation photo may be under consideration for publication on the World Wide Web, a part of the Internet, on the Beeville ISD Web Site at <http://www.beevilleisd.esc2.net>. The work/photo/accomplishment will appear with a copyright notice prohibiting the copying of such work without expressed written permission. No home address or telephone number will appear with the work/photo/accomplishment.

I, the undersigned, grant permission for the publishing of my child's work/photo/accomplishment as described above indefinitely or until one of us requests its removal.

Name _____ Date _____

I, the student, also give my permission for such publishing.

Name _____ Date _____

This *Permission to Publish* form will be on file with the school staff member responsible for the web page on which your child's photo/work/accomplishment is being displayed.

Please return this form to _____.