Washington Elementary School District

WEB STANDARDS

Revised September 2013

Web Presence

The Washington Elementary School District (WESD) maintains a dedicated Web presence to provide current educational information, opportunities and resources to students, parents, staff and community.

Web Committee

To provide multidisciplinary input into the WESD Web site and its content, the District has established a Web Committee to oversee the District's Web presence and to recommend and update District Web standards. At a minimum, the Web Committee consists of a District administrator, MIS representative, Human Resources representative and Academic Services representative. The committee is chaired by the Digital and Crisis Communications coordinator.

Web Training

A District Web Team will be created, consisting of personnel who have been trained in development and maintenance of WESD Web sites. The District Web Team will be available to train, assist, and be a point of contact for District users.

WESD will provide ongoing training opportunities for District users to create and maintain their Web sites. District users may seek assistance from peers and the Web Training Team. District users will be provided training materials and are encouraged to browse the Internet for assistance as well.

Web Site Administrators

District Web Site Administrators

District Web site administrators will be designated, with full access and rights to all District Web sites. The District Web site administrators will make necessary changes to include, but not limited to, editing and removing content on any Web site. If necessary and at any time, a District Web administrator may disable a Web site.

District Web site administrators will check the accuracy of information posted, review posts for confidentiality and legality issues and adherence to writing conventions and WESD Style Guide.

Department Web Site Administrators

Department Web site administrators will have full access and rights to their specific department Web site(s). To ensure consistency within the department Web site(s), limited personnel will have the full access and rights. Usernames and passwords shall not be shared.

Required Department Web site Administrators

Department Director   The department director is ultimately responsible for the accuracy and timeliness of all content on the department Web site(s).

Optional Department Web site Administrators

The department director may submit a recommendation to the Web Committee for no more than four additional department employees to have full access and rights to the department Web site(s). The Web Committee will make a determination to allow for the recommended department employees to have access.

School Web Site Administrators

Designated school Web site administrators will have full access and rights to the school Web site and all teacher Web sites within that school. To ensure consistency within the school Web site, limited school personnel will have the full access and rights. Usernames and passwords shall not be shared.

Required School Web site Administrators

Principal/Assistant Principal   The school principal is ultimately responsible for the accuracy and timeliness of all content on the school Web site.

Optional School Web site Administrators

The principal may submit a recommendation to the Web Committee for no more than four additional school employees to have full access and rights to the school and teacher Web site. The Web Committee will make a determination to allow for the recommended school employee to have access.

Teacher Web Site Administrator

Each teacher is designated as the teacher Web site administrator for his or her individual site with full access and rights. Each teacher is directly responsible and accountable for creating and maintaining an individual teacher Web site.   Under no circumstance, unless approved by the Superintendent, shall another employee, student or volunteer develop and maintain an individual teacher Web site. Usernames and passwords shall not be shared.

Web Site Setup

To ensure consistency and continuity, the District Web Committee has established Web standards to be applied to all District Web sites.

Web Site Design and Organization

Web site Templates: At all times, District users must use WESD-approved Web site templates when establishing and maintaining Web sites. A District user may submit a Web site template design for approval to the Web Committee. If approved, the Web site template design will be available for all District users.

Web site Themes: District users must use WESD-approved themes when establishing and maintaining Web sites. A District user may submit a Web site theme design for approval to the Web Committee. If approved, the Web site theme design will be available for all District users.

Web site themes shall remain consistent for all department Web pages that are to be viewed by the external public. Department Web site administrators may use any WESD-approved themes when posting for internal purposes.

Web site Color Scheme: District users will determine the color scheme within each teacher Web page.

Web site Fonts: District users can only use the font types available by Google.   District uses will determine the font size within each Webpage, but must maintain professionalism, readability, and other best practices when determining the font size.

Web site Gadgets: District users must use WESD-approved gadgets when establishing and maintaining Web sites. A District user may submit a gadget for approval to the Web Committee. If approved, the gadget will be available for all District users.

WESD Editorial Style: District users must apply spelling and grammar rules as outlined in the WESD Editorial Style Guide (see pages to   ) when developing and updating Web content.

Web Site Content Parameters

All content within each Web site must:

- Adhere to the directives of the Superintendent and site administrator
- Maintain a professional, appropriate and positive image
- Remain compliant to U.S. copyright and trademark laws
- Remain compliant to District policies, regulations and procedures
- Reflect the District's vision, mission and values
- Meet the District's Web site standards
- Adhere to the WESD Editorial Style Guide
- Make certain the content is appropriate for an educational institution
- Meet high quality in both style and presentation
- Have correct and accurate grammar and spelling
- Ensure all information is verifiable
- Ensure Web site is designed for clarity and readability
- Maintain timely and accurate information

Prohibited Content

The following is a list of prohibited content that cannot be posted any District-related Web site. Please note that this is not an inclusive list.
- Campus map
- Students' last names
- Student demographic information
- Incomplete Web page (no Web page should have "under construction" visible to users)
- Business/organization advertisements
- Information for personal gain
- Information for commercial use
- Political lobbying information
- Inappropriate content and images

Functionality

When establishing Web sites, the District users must take into account the functionality and appeal of each Web site. District users shall consider the following:

- Limit the scrolling down of a Web page
- Avoid the Web page from scrolling left and right
- Ensure all links are functional

Teacher Web Sites

All certified classroom and supplanted curriculum teachers will establish a Web presence by creating and maintaining an individual teacher Web site accessible to students, parents and other WESD constituents. Classroom and supplanted teachers, for the purposes of the Web standards, are those who provide grades to students.

The site administrator has discretion to request and require any other certified professional to establish a Web presence by creating and maintaining an individual teacher Web site. The applicable certified teacher must have a published Web site within 90 calendar days of being informed by the site administrator of this requirement.   If required, the applicable certified teacher must adhere to the District's Web standards.

Teachers newly hired into a teacher position must have a published Web site within 90 calendar days from their first day of hire (employment) with WESD.

Purpose and Accountability

The purpose of the individual teacher Web site is to enhance the educational process by communicating, informing and providing resources to students, parents, staff and the community.

Each teacher is directly responsible and accountable for creating and maintaining an individual teacher Web site.   Under no circumstance, unless approved by the Superintendent or designee, shall another employee, student or volunteer develop and maintain an individual teacher Web site. As is the case with other programs, no employee shall share passwords.

At any time, a District Web administrator or the site administrator may access an individual teacher Web site and make necessary changes to include, but not limited to, editing and removing content. If deemed necessary and at any time, a District Web administrator may disable a Web site .

Required Content

All certified teachers must ensure that their individual teacher Web site includes the required content as indicated in the Web guidelines. There may be required content that is not applicable due to the role and responsibilities of a particular teacher. If this is the case, the teacher must notify and receive approval from the site administrator in order not to provide the nonapplicable content on his or her individual teacher Web site. Moreover, teachers must ensure the content within the individual teacher Web site is education related.

The following are requirements that must be updated and included on the individual teacher Web site .

Teacher Contact Information:
- o Full name to include the first or nickname and last name unless there are extenuating circumstances in which the Superintendent or designee may approve the use of an alternative name.
- o Job title(s)
- o School name(s)
- o Main school telephone numbers(s)
- o Work e-mail address
- o Availability and Procedures for Scheduling an Appointment

Classroom Information:
- o Teacher photo – use most updated school photo or another photo approved by site administrator.
- o About the teacher
- o Class schedule(s)
- o Student resources
- o Homework
- o Announcements – update on a weekly basis at the minimum
- o Activities and events
- o Student expectations
- o Classroom discipline

- School home page link
- Class projects
- Grading procedures
- Academic calendar and schedule

Optional Content

Classroom Information:

- School and class photos – must have parent permission; no use of students' last names.
- Lesson plans (focus, objectives, etc.)
- Discussion boards
- Student work
- Accolades/Awards
- Volunteer schedule

School Web Sites

All schools will establish and maintain a school Web site accessible to students, parents and other WESD constituents.

Purpose and Accountability

The purpose of the school Web site is to enhance the educational process by communicating, informing and providing resources to students, parents, staff and the community.

The school principal is directly responsible and accountable for creating and maintaining the school's Web site.   Under no circumstance, unless approved by the Superintendent or designee, shall another employee, student or volunteer develop and maintain the school Web site other than the assigned school Web site administrator(s). As is the case with other programs, the school Web administrator password shall not be shared with those not designated in the school Web administration group.

At any time, a District Web administrator may access a school Web site and make necessary changes to include, but not limited to, editing and removing content. If deemed necessary and at any time, a District Web administrator may disable a Web site.

Required Content

School Contact Information:

- Address
- Main telephone number
- Alternative telephone number
- Fax number
- School administrator(s) contact information
- Office manager contact information
- Absent reporting number
- Health services contact information

School Information:

- Teacher listing (linked to individual teacher Web site)
- Office and campus hours
- About the school
- School mission statement

- Campus visit procedures
- Student drop-off/pickup information
- School calendar (incl. parent conferences, testing dates)
- Campus activities and events
- Immunization information
- Tax credit
- School budget
- School menus and mylunchmoney.com
- Parent/Student handbook
- School logo or mascot name
- District home page link
- Student expectations
- Newsletters
- Transportation information
- KidSpace information (if applicable)
- 21st Century information (if applicable)
- After-school activities
- After-school sports
- Student resources
- Message to parents
- Announcements (weekly)
- Principal message
- Character-building and/or bullying prevention information
- Nondiscrimination disclaimer (see statement in District Web site section)
- Translation Services disclaimer (see statement in District Web site section)
- Drug Free School
- Alcohol Free School
- Tobacco Free School
- Weapon Free School
- Site Council
- Bond Projects
- Other programs available at the school (e.g. Head Start, KidSpace, health services, social services, etc.)

Optional Content

- Facility manager contact information
- Assistant principal message (if applicable)
- Volunteer information
- Parent expectations
- School photos
- Google map
- Community resources
- Parent resources
- Student work
- Accolades/Awards
- Discussion Board (internal use only)
- Employee Resources (internal use only)
- PTO information link only

Department Web Sites

All departments will establish a department Web site accessible to students, parents and other WESD constituents.

Purpose and Accountability

The purpose of the department Web sites is to inform the public of the main functions within the department and how the department has an effect on student achievement and safety. The department Web sites will also provide employees with the necessary resources to assist with their success.

The department director is directly responsible and accountable for creating and maintaining the department's Web site.   Under no circumstance, unless approved by the Superintendent or designee, shall another employee, student or volunteer develop and maintain the department Web site other than the assigned department Web site administrators. As is the case with other programs, the department Web administrator password shall not be shared with those not designated in the department Web administration group.

At any time, a District Web administrator may access a department Web site and make necessary changes to include, but not limited to, editing and removing content. If deemed necessary and at any time, a District Web administrator may disable a Web site.

Department Content

The department director determines the content that is provided in the department Web site to include, but is not limited to:

- o   Department name
- o   Contact information
- o   Description of services offered
- o   Name and contact information of director/administrator(s)
- o   Names and contact information of key personnel (optional)
- o   Photos of staff – optional
- o   Department mission
- o   Information on how department impacts student achievement
- o   Internal and external pages (as appropriate)

When determining the content, the department director must consider the resources, information, and needs of the staff, parents, students and community.

District Web Site

The Washington Elementary School District will maintain a District Web site accessible to students, parents and other WESD constituents.

Purpose and Accountability

The purpose of the main District Web site is to inform the public of the main functions within the District regarding student achievement, student and employee safety, and public relations.

The Communication Services Departments and/or the Superintendent's designee will be directly responsible for creating and maintaining the main District Web site.

District Content

Department and school administration will recommended and seek approval from the Superintendent or designee on the topics and content that is provided in the District Web sites. The following is a list of topics and content that must be provided on the District Web site:

District Information
- Contact Information
- Educational Services
- Announcements and Event Updates
- Vision, Mission and Values
- Facts
- Maps
- Calendars

Parent Information
- Enrollment/registration information
- Fee Schedule
- Assessment information
- Curriculum
- Crisis management
- Gifted education
- Dress code
- District Parent/Student Handbook
- School nutrition
- Title I
- Special education

Community Information
- Volunteering
- Facility Usage
- Flyer distribution
- Foundation

Governing Board Information
- Meeting Calendar
- Agendas
- Minutes
- Policies
- Description of Governance, How the Board Works, etc.
- Speaker comment form
- Appearances
- Thank yous – Gifts and Donations

Superintendent Information
- Biography
- Annual letter
- Contact information

Department Information
- Mission
- Impact on student achievement
- Description of services
- Contact information

School Information
- List of schools, grade configurations, contact information
- Maps

Employment Information
- Recruitment information

- Application
- Job postings

Disclaimers
- Nondiscrimination
  - The Washington Elementary School District does not discriminate on the basis of race, color, religion, sex, age, national origin, and disability in any of its policies, procedures or practices to include admission, employment, and access to all programs and activities.
- Translation Services
  - If you need assistance in any language other than English, please call 602-347-2609.
  - Si necesitan asistencia en cualquier idioma que no sea inglés, favor de llamar al 602-347-2609.

Washington Elementary School District
Editorial Style Guide
(updated August 2013)

In order to establish a cohesive language for all Washington Elementary School District (WESD) entities, an editorial style sheet has been compiled to serve as a guide for WESD schools and departments. Information that is distributed to parents, posted to Websites, printed in school newsletters or distributed to the public should adhere to these guidelines.

For WESD purposes, style is defined as rules regarding the mechanics of written communication such as capitalization, spelling and punctuation of words—not as rules of literary composition or forms of expression such as manner and tone.

The following information relates to words and terms commonly used in the WESD. If you have suggestions for additions to this style guide, please contact Carol Donaldson, in the Communication Services Department at 602-347-2669 or carol.donaldson@wesdschools.org.

Who we are

Washington Elementary School District or **Washington Elementary School District #6** (first reference):

- Alternate terms:
    - Washington District
    - WESD
    - the District (capitalized)
- If the District will be mentioned more than once, use the full name (with abbreviation in parentheses) on first reference, then abbreviated name on future references:
  example: The Washington Elementary School District (WESD) is composed of 27 elementary and K-8 schools, and five WESD schools are junior high/middle schools.

Spelling and Terminology
Education and WESD-specific terms

After-school Academy (specific to a school's program)

AZ LEARNS

Class subjects are lower case unless a proper noun (English, math, social studies)

Locations within a building are lower case
  examples: library, cafeteria, health office, gym, front office

Common Core Curriculum or Common Core

Department names are capitalized
  examples: Business Services Department   Academic Services Department   Human Resources

Early Release Wednesday

Governing Board Room, Navajo Room, etc. (capitalize names of District meeting rooms)

grade designations – As, Bs, Cs (no apostrophe)

Help Desk

KidSpace

PLC Wednesday

Parent/Student Handbook

Parent/Teacher Conference (or lower case)

Thinking Maps

General Spelling List

After-school Academy
after-school programs
block watch (if a specific block watch
    is mentioned, capitalize – Acacia Block Watch)
Boy Scouts (capitalize)
boys basketball (no apostrophe)
Character Counts
child care (noun)
child-care opportunity (adjective)
cleanup (noun)
Community of Caring
day care (noun)
day-care opportunity (adjective)
District-wide
drop-off (adjective or noun)
drop off (verb)
extracurricular (no hyphen)
field trip
fingertip
first-come, first-served
flip-flops
follow-up (adjective or noun)
follow up (verb)
fund-raiser (noun)
fund-raising (adjective or noun)
Girl Scouts (capitalize)
girls soccer (no apostrophe)
giveaway (noun)
hands-on

Head Start
homeroom
in-service
kickoff (noun)
kick off (verb)
lifestyle
lifelong
lunchtime
makeup (noun)
make-up (adjective, as in make-up work)
make up (verb)
midterms or midterm reports
Olweus Bullying Prevention
one-on-one
ongoing
PE (no periods)
pickup (adjective or noun)
pick up (verb)
Presidents Day (no apostrophe)
rollerblades
school-wide
setup (noun)
set up (verb)
tryout
two-week (adjective)
two-year (adjective)
twofold
Veterans Day (no apostrophe)

Technology Spelling List

Android
app (application)
blog
CDs
cloud
DVDs
e-book
e-mail or email
Facebook
Instagram
Internet
iPad, iPhone, iPod

MP3
online
Skype
SMART Boards
smartphone
tablet
Twitter
Web site or website
YouTube

[Grammar](#)

Nouns/Pronouns

If the subject/noun is singular, so it the object/pronoun:

> examples: A <u>student</u> is responsible for <u>his or her</u> homework.
> The <u>students</u> are going to <u>their</u> After-school Academy classes.

When using a pronoun to refer to an individual, use he or she (not he/she), him or her.

That/Which

Use "that" and "which" when referring to inanimate objects or animals without names.

- Use "that" with essential clauses important to the meaning of the sentence. Do not separate with commas.
  example: The class that won the pizza party will eat in the cafeteria.
- Use "which" with nonessential clauses where the pronoun is less necessary. Separate with commas.
  example: The team, which won first place last year, is in last place currently.

TIP: if you can drop the clause and not lose the meaning of the sentence, use "which."

Who/Whom

- "Who" is the pronoun used for references to human beings and animals with a name.
- "Who" is grammatically the subject, never the object of the sentence, clause or phrase.
  example: The student who collected the most pennies will win lunch with the principal.
- "Whom" is used when someone is the object of a verb or prepositional phrase.
  example: Whom do you wish to see?

Job titles

- Titles without names are lower case: principal, office manager, facility manager.
- Titles preceding name are capitalized: Principal Tom Smith, Office Manager Mary Hughes.
- Titles after name are lower case: Tom Smith, principal; Mary Hughes, office manager.
- Exceptions – references to WESD Governing Board and Superintendent that include the name(s) of the individuals (Chris Maza, WESD Governing Board President, . . .)
- If the job title comes first with name separated by commas, the title is lower case (Our principal, Mary Murry, is holding a meeting.)

Numbers

- 0-9 – spell out
- 10 and higher – use numeral, unless at the beginning of the sentence
- Grade levels follow the same format – first grade, second grade, etc. 10th grade, 12th grade
- Always spell out number when it begins a sentence
- Use a numeral to indicate age: 5-year-old boy or the boy is 5 years old.

Punctuation

- Phone numbers are connected with hyphens 602-347-2669
- School years contain complete numbers and are connected with hyphen 2008-2009
- No comma before "and" in a simple series
- Use of hyphens: No hyphen between a prefix (non, post, pre, re, etc.) and a word, unless otherwise indicated in the dictionary or the second part of the word is a proper noun, e.g. preschool, preregistration, non-English, pretest, nonprofit; exception: pre-K
- Periods and commas always come before the quote mark, not after it (." ,")
- Times of day are lower case with periods, space between time and time of day: a.m. or p.m. (7 a.m. or 1 p.m.)
- Dates: Nov. 10, 2010 or Nov. 10 or November 10 (not Nov. 10th, Nov. 1st, Nov. 3rd)