



# Washington Elementary School District

## Web Site Guidelines

*Established September 2013*



4650 W. Sweetwater Avenue, Glendale, AZ 85304 • 602-347-2600 • [www.wedschools.org](http://www.wedschools.org)

Governing Board: Chris Maza, President • Aaron Jahneke, Vice President  
Bill Adams, Member • Clorinda Graziano, Member • Tee Lambert, Member

Dr. Susan J. Cook, Superintendent

## **Web site Purpose:**

The purpose of the Washington Elementary School Web site is to improve communication with parents, students, staff and the community. The Web site also targets prospective families and employees by introducing the District in a positive manner. The WESD Web site consists of District-wide information, department sections, school pages and teacher pages.

Users are able to access up-to-date news, information and calendars. The District's vision statement, employment opportunities, enrollment information, curriculum and maps are also available on the Web site. Staff members may access their District e-mail and other internal information via the Web site.

Because the Washington Elementary School District Web site is an official District publication, a Communication Services staff member – the Digital and Crisis Communications Coordinator – has been appointed to serve as the Web master/administrator of the Web site. The Digital and Crisis Communications Coordinator oversees and manages the content and design of the District's Web site presence, taking into account intended use and audience. The coordinator determines design and content needs and oversees their production and writes and edits Web site content, verifying accuracy and timeliness of information. In addition, the Digital and Crisis Communications Coordinator serves as the contact for any "visitors" who have questions about the site.

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.

These guidelines included in this document seek to address the current uses of the WESD and school Web sites and to be flexible enough to meet future needs as they occur.

## **Web site Content**

### *District Site:*

The Digital and Crisis Communications Coordinator is responsible for maintaining and updating the WESD Web site. Persons wishing to post announcements on the home page or other portions of the Web site should submit their request to their administrator for internal approval. The administrator will submit approved requests through e-mail to the Digital and Crisis Communications Coordinator. Requests will be reviewed for adherence to WESD Web Guidelines and information posted at the discretion of the coordinator.

Photographs on the main site are changed by the Digital and Crisis Communications Coordinator. Photographs submitted by staff members must be a minimum of 72 dpi and follow

accepted standards for quality. All submitted photographs including students are reviewed and parental consent is obtained prior to posting. No photographs of students will be posted unless written parental consent is on record.

#### *Department Sites:*

Every WESD department is encouraged to have its own Web site, as part of the District site. Each department should have at minimum one person who serves as a Web administrator for that department's site. The Digital and Crisis Communications Coordinator promotes, encourages and assists departments in meeting external and internal Web needs of the District and its users. The coordinator may assist with the creation, publication, maintenance and updating of department's Web pages.

In order that the site serves as a reliable resource for prospective students and employees, as well as for parents, current students, staff and members of the community, it must contain timely information. Each department and school must review and maintain its section of the Web site and work to ensure that it is current and relevant.

#### *School Sites:*

Every WESD school must have its own Web site, linked to the District's site. School sites are designed to assist students, parents and schools in reaching their educational goals. Every school should have a staff member who serves as the school's designated Web administrator with responsibility and control over the school's site. The Digital and Crisis Communications Coordinator is charged with regularly reviewing each school's Web pages to ensure that the information presented is accurate, consistent and up-to-date, and that design elements are uniform. The coordinator may assist with the creation, publication, maintenance and updating of a school's Web pages.

#### *Teacher Sites:*

Within each school Web site are teacher pages. Teachers may use their pages to post homework assignments, syllabi, class resources, photos, and other information for their classes. Teacher pages must be approved the school principal.

### **General Style Specifications**

All pages on the main WESD Web site must comply with the following requirements:

- All District, department and school pages must conform to established theme, type, editorial and layout standards.
- All content must be reviewed by at least "two sets of eyes" before going live.
- To enable a faster downloading time, scanned photographs should be limited to 72 dpi.

- Links to pages that are defunct or "under construction" should not be created or should be removed.
- Audio and/or videos must be of the highest possible quality. Video which is inappropriate in content, blurry, unsteady, or difficult to view will not be posted. Audio that is difficult to hear or inappropriate in content will not be posted. In order to be useful and convenient to the user, all files posted must be under 20 megabytes in size and 10 minutes in length. Videos must be (1) the property of the WESD or (2) copyright permission must be clearly displayed. Final discretion as to whether a media file is placed on the Washington Elementary School District Web site rests with the Digital and Crisis Communications Coordinator in tangent with the Academic Services and Communication Services departments.

## **Privacy Regulations**

Personal contact information for students, parents and staff, including home and e-mail addresses, telephone numbers, and other information that could be used by unauthorized individuals, will not be published on any WESD-related Web site.

In order for student names, photographs and projects to be included on the public area of the WESD Web site, there must not be an "Opt Out" form signed by the student's parent or legal guardian on file in the school office.

Video or audio files posted on any WESD-related Web site must adhere to Web site Policy. Proper written permission from those who have been audio- and/or video-recorded must be obtained by the person or persons doing the recording. In the case of students, there must not be an "Opt Out" form signed by the student's parent or legal guardian on file in the school office.

## **Advertising/Links**

The advertising or direct sale of non-District related goods and services is prohibited on all sections of The Washington Elementary School District Web site.

It is the policy of The Washington Elementary School District to not link to Web sites that are of a commercial or political nature. An exception may be made for links to sites that are deemed to have educational value or those that exist solely to further the programs and services of the WESD. Information or links to nonschool-related social networks, outside organizations or for-profit organizations are not permitted. All links are reviewed by the Digital and Crisis Communications Coordinator and the Communication Services Director.

The Washington Elementary School District utilizes the following Acceptable Link Criteria:

- Only WESD-related information and/or logos are allowed on The Washington Elementary School District Home Page or School Home Page.
- Individual pages may recognize the contributions of outside organizations, such as parent/teacher organizations, gifts and donations, membership on a District-related council or committee or sponsor of a school-based event.
- The WESD Web site is for the sole use of WESD and its schools.
- Outside organizations that wish to share information with WESD students, families and/or staff should refer to the Governing Board Policy section and Flyer Distribution section of the WESD Web site.
- Where deemed appropriate, the WESD Web site includes links to resources housed on external Web sites. These resources may include, but are not limited to, NBC Learn, Google Maps, etc.
- Periodically, the Digital and Crisis Communications Coordinator will review links to ensure external resources meet the above Acceptable Link Criteria.

## **Copyright**

Posting or providing access to material that violates the copyrights of others is prohibited. No copyrighted materials, including educational materials subject to copyright, may be posted anywhere on the Washington Elementary School District Web site, or on individual Web pages hosted by WESD, without the written authorization of the copyright owner. Knowingly providing links to Web sites that contain pirated materials is also prohibited.

Anyone wishing to assert his or her copyright to original materials that he or she has placed on the Washington Elementary School District Web site may include the following on the first page of the materials: "Copyright © 2013 [name]."

## **Acceptable Use**

The Washington Elementary School District has adopted and enforces the standards set forth in this document for materials posted on its Web site and on any WESD-related Web site. The District reserves the right to remove or disable access to material that violates its acceptable use policies. The District does not assume any responsibility or liability for content provided by others.

## **Contact**

Please direct questions about these Web Site Guidelines to the District's Digital and Crisis Communications Coordinator in the Communication Services Department.