Internet Publishing Standards

Purpose:

The purpose of the Derry Cooperative School District web site is to provide information via the World Wide Web about our District's mission, curriculum, instruction, and school-authorized activities. District web pages serve as an introduction to the District as a whole and to the individual schools in the District. District web pages can also link to valuable information on the larger World Wide Web.

Staff wishing to post web pages on the District Web Server must comply with the following standards. Failure to do so will result in loss of authoring privileges and/or disciplinary measures.

Guiding Principles:

* Educational Value - Material to be published must not display, access, or link to sites deemed offensive by the District Acceptable Use Policy. All published material must have educational value and/or support the District standards, goals and policies.
* Publishing Agreement - Only materials authorized by a sponsoring District organization will be published on District Internet servers. All personnel involved in Internet publishing must have on file, with their building administrator, an Internet Publishing Agreement signature page.
* Privacy - At no time shall any student's personal information (full name, home address, e-mail address, or phone number) appear on District Internet published materials.
* Student Safety - To ensure student safety, a student's picture shall not be identified with a name. A visitor should never be able to connect a student's name with a face.
* Copyright Laws - All copyright laws must be followed. Particular attention must be paid to the copyright information in the District Internet Publishing Standards.
* Content Monitoring/Auditing - The District Web Specialist is responsible for overseeing the development of the Derry Cooperative School District web site. The District Web Specialist shall serve as a liaison to Building Web Specialists and assist them in creating their school's website and conforming to the District Internet Publishing Standards. The District Web Specialist will regularly "visit" Internet accessible content to monitor appropriateness, quality and educational value. Accordingly, Derry Cooperative School District Administration or Technology Department staff reserves the right to audit and/or adjust any Internet server-published content. Each school's web page and the district page will provide contact information for the District Web Specialist.
* Ownership and Retention - All web pages on the Derry Cooperative School District Web Server are the property of the District.

Responsibility for Pages:

All documents on the Derry Cooperative School District Web Server must conform to District Internet Publishing Standards as well as individual school standards. These standards will be part of School Board policies that are available in all school offices or libraries.

At the building level, the principal shall appoint a Building Web Team. The Building Web Team will be comprised of the Building Web Specialist and a representative from each grade level. This team shall be responsible for the development and regular content update of the individual school web site, making sure that all web pages conform to District Internet Publishing Standards. At the building level, decisions about the quality or appropriateness of web page material or the appearance or content of a web page are the responsibility of the building principal.

Content Standards:

Each web page added to the District Web Server should contain certain elements that will provide for general consistency. Regarding any questions of quality or appropriateness of web page material, appearance, or content of a web page, the judgment of the building principal or District administrators will prevail.

What should be on the pages

- All information must be appropriate and conform to the **Subject Matter Standards** below.
- All links must point to appropriate and meaningful sites. Links to these sites must be researched by the author of the pages and found to be educationally important and appropriate.
- At the bottom of the web page there should be an indication of the date of the last update to that page and the name and e-mail address of the person(s) responsible for the page or update. It shall be that person's responsibility to keep the web page current.
- At the bottom of the web page there should be a link that returns the user to the Derry Cooperative School District home page and/or to the individual school's home page.
- **Copyright Standards** must be observed (see below).
- All web pages must be checked carefully for correct spelling and grammar.

What should not be on the pages

- No staff home phone numbers or addresses should appear on a page.
- No student home phone numbers, addresses or e-mail addresses should appear on a page. Published e-mail addresses are restricted to staff members.
- Web page documents may include only the first name of a student. Documents may not include a student's phone number, address, names of other family members, or names of friends.
- No information should link a student's name to their photograph.
- Student pictures, individual or group, may not be published without written consent of parents or guardians.
- Other than attendance at a particular school or participation in activities, web page documents may not include any information which indicate the physical location of a student at a given time; i.e., in science class, but not Teacher X's science class, Period 2.
- Photos of staff members can be published only with permission of the staff member.
- There should be no links to personal web pages (staff or student).
- There should be no links to inappropriate or offensive sites.
- Nonfactual "brag" pages are not allowed. Listing awards and accomplishments is acceptable.

Subject Matter Standards:

All subject matter on Derry Cooperative School District web pages should relate to the District or schools within the District. This includes information about curriculum, instruction, school-authorized activities, or general information related to the District or individual schools that is appropriate and of interest to others.

Staff or student work may be published only as it relates to a class project, course, or other school-related activity. Student work may only be published if there is written permission from both parent and student. Student work may never include the student's last name or other personal information (see Standards below).

- A staff member's name, teaching assignment, and school e-mail address may be published.
- Home pages for individuals or organizations not directly affiliated with the District are not allowed.
- Staff members may not link to their personal web pages from their school page.

Site Standards:

- Active Links - The Web is a very dynamic resource. It is strongly recommended that links to external existing sites be checked *regularly* to insure that District-sponsored links are sites which meet the District Acceptable Use Policy.
- Current Files - Only active files that are required for the proper operation of the web site should be stored on the Web Server.
- File Size - Due to limited storage space and varying network speeds, it is recommended that file sizes should be kept under 50 Kilobytes. In rare cases, where larger file sizes are required, please inform users by making a note on referring documents.
- Default Home - In each directory there should be an "index.html" file so users will see this default home page if they do not include a file name when requesting information.
- Credits Page - If you use external resources on your site include a "credits" page.
- Advertising – Individuals are not to use Derry Cooperative School District resources for personal gain or profit. Accordingly, there is no advertising, sale or solicitations by individuals on District-sponsored sites. Advertising on external sites linked from District-sponsored sites may contain objectionable material and detract from their educational value. Resources that feature such advertising are to be avoided.

Page Standards:

- Navigational Links - Each page will contain clear links to the sponsoring site's home page and/or higher-level pages. There should always be navigational clues to help users find their way around (a "back" button is not always adequate).
- Standards Statement – Each school's home page residing on the District site will contain a disclaimer stating that published content adheres to district standards. The statement should contain a link to the online version of the standards at: http://www.derry.k12.nh.us /DISTRICT/pubguide.pdf.
- All non-district links must be clearly identified as external.
- Contact Information - Out of courtesy to Internet users, each page shall contain contact information for the content sponsor.
- Copyright Notice - Each page shall contain a copyright notice which reserves the publisher's right.
- Update Information - Each page shall contain the date the page was last updated.

- Each Page - much contain a disclaimer (via link),containing contact information (e-mail link), copyright notice and update information:
  > *Maintained according to Derry Cooperative School District Internet*
  > *Publishing standards by "Content Sponsor".*
  > *©2003 Derry Cooperative School District - All rights reserved.*
  > *Last updated on xx/xx/2004.*

Copyright Standards:

In general terms, teachers, and schools are allowed to make "fair use" of materials for instructional purposes. "Fair use" has been interpreted to include those limited uses that are not likely to deprive a publisher or an author of income. Teachers might make liberal use of information, text, and graphics so long as their resulting work stays within the classroom setting. However, as soon as that work moves out of the classroom and onto the Internet in the form of a web page, copyright law imposes much greater restrictions.

- Copyright law must be followed.
- Unless there is a clear statement that art, photos, and text are "public domain" and available for free use, one should assume that they are copyrighted. This material should not be used for republication on a local area network, a wide area network, or a web site unless permission is granted from the owner.
- The absence of the copyright symbol, ©, does not mean the material is in the public domain.
- Writing, art work, and photography of students belongs to them and should not be published without written student and parental permission.
- Visitors to a site do not have rights to take and duplicate such materials without negotiating with the producers of those materials.
- When copying is permitted and expected, those permissions should be clearly stated and easily found.
- An extensive collection of articles and resources about copyright issues can be found at The Copyright Web Site: http://www.benedict.com.

Technical Standards:

- All Derry Cooperative School District web pages shall reside on the District Web Server.
- Web pages must be reviewed by a member of the Building Web Team before being posted.
- Standard HTML is to be used. ASP or XML may be used with permission.
- All web pages must be given names that clearly identify them. The names of all documents shall coincide with current Derry Cooperative School District Web Server practices and structures. Contact the District Web Specialist for more information.
- All file names must be in lowercase with no spaces. File names should end with the ".html" extension.
- Graphics, sound, or video used on web pages must conform to formats currently approved by the District. Contact the District Web Specialist for more information.
- Student groups wishing to publish on the District Web Server must have a **teacher sponsor**. Student work may be published only as it relates to a class project, course, or other school-related activity. The teacher sponsor is responsible for making sure the student group is familiar with the District Web Page standards. The teacher sponsor is responsible for proofreading the student group's web pages prior to their submission for publication.

- Teachers creating web pages representing an entire school or department, rather than a class or an individual, must obtain permission from the Building Web Team and the building principal.
- The author of the Web page will edit and test the page(s) for accuracy of links and conformance with the standards outlined in this document before submitting it to the Building Web Team for posting.
- Web pages may not contain links to other Web pages not yet completed.
- Web pages may not contain any student e-mail address links.
- Final decisions regarding technical standards related to active web pages will rest with the District Web Specialist.
- Each school's home page must contain the School District's disclaimer regarding external links.

See Addendum A

Design Tips and Recommendations:

- Plan ahead as you design your web pages. Keep your audience in mind. Make sure your pages link together logically and coherently.
- Write clearly and be brief. Check spelling and proofread everything.
- Design all pages to have a similar appearance. Put the same things in the same places on different pages. Leave ample white space around the text (don't completely fill a screen with typing).
- Be sure that all pages have a clear navigational system. Include links back to other pages in your work, with key pages linking back to your home page. Remember links to the home page of your school site. The school home page must have a link to the Derry Cooperative School District home page.
- Include the content sponsor contact and revision dates on all home pages.
- Keep the use of graphics to a minimum, and keep the size small whenever possible. Graphics are slow to transmit across the Internet, especially large ones.
- Keep all your images in one location.
- Avoid long pages in which the user has to scroll up and down to find information. Design the page so users can quickly see if the information is valuable to them. Use internal links if the page gets long, or break the long page into other smaller pages.
- Keep it simple. Don't use many different-sized fonts, lots of bold, blinking or any other tricks you may have seen or learned. Don't distract the user from the important information you are posting.
- Be sure the background you are using is not distracting.
- Check that all of your links work properly. Check links to the greater World Wide Web periodically to determine if any have expired.

Acknowledgment of Sources:

The following school district standards, documents or individuals were consulted for these standards:

Bellingham Public School, Bellingham, Washington
http://bham.wednet.edu

Winona School District, Winona Minnesota
http://wms.luminet.net/wmstechnology/861.WebPagesPolicy.html

School District of Greenville County, Taylors, South Carolina
http://www.greenville.k12.sc.us/techprog/webguide.htm

Greece Central School District, Rochester, New York
http://greeceny.com/help/webguide/

Department of Education, Hobart, Tasmania
http://www.tased.edu.au/eddiv/pubs/www/wwwindex.htm

Davis School District, Davis Utah
http://www.davis.k12.ut.us/websters/pubguide.htm

Rosemary Knapp, Camas School District 117, Camas, Washington

Salem School District, Salem, NH

The following school district was consulted for the IIP Agreement and IIP Permission forms:

Davis School District, Davis Utah
http://www.davis.k12.ut.us/websters/pubguide.htm

Derry Cooperative School District
Internet Publishing Agreement

I have read and understand the Derry Cooperative School District Internet Publishing Standards. I have been informed of my responsibilities:

- Web page development follows District guidelines.
- Web pages appropriately use media, print and non-print.
- Copyright compliance is followed.
- Web pages are maintained and up-to-date.
- All material is screened before publication.
- All links are checked for accuracy and appropriateness.
- Approval for all materials is received from the principal before being posted.

I, the undersigned, acknowledge that I understand the policies and guidelines and that any use I may make of materials for posting on a District website will be in accordance with both federal law and state law as well as District policies and standards. I understand that any violations of the above provisions may result in disciplinary and/or legal action. I agree to report any misuse of electronic information resources to my school principal or District supervisor.

Teacher _____

Date   _____

School _____

(Student-created group or club web pages must be developed under the direction of a member of the school staff. Pages will become part of the District/school website only after the teacher has checked student work for adherence to the District Internet Publishing Standards. Only authorized school personnel will post pages to the District/school server. Only District-sanctioned organizations may have web pages.)

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Derry Cooperative School District
Internet Publishing Agreement

Principal Responsibility Signature Page

I understand that I am responsible for all material published on my school's web site. I accept responsibility for reviewed material to be posted in accordance with the District Internet Publishing Standards. Each signed agreement will remain on file in my office.

Principal (Please print.)   _____

Signature   _____

School   _____

Date   _____

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Derry Cooperative School District
Internet Publishing Agreement

Parent Permission Notice
For publication of student work such as writing, art work, or photography

Student _____

Parent _____

Teacher _____

School _____ **Year** _____

Your child's original work that could include writing, art, or photography may appear on our school's web site. We are requesting your permission to display your child's work because this document can be seen by people all over the world. For security reasons, only first names will be used and all work will appear with a copyright notice prohibiting the copying of such work without expressed written permission. In the event anyone requests such permission, those requests will be forwarded to the parents. No home address or telephone will appear with such work. A copy of the work is available. If you have any questions, please contact your child's teacher.

I understand my child's original work which could include writing, art, or photography may be published on the school web site in accordance with the Derry Cooperative School District's Internet Publishing Standards. My child's work will be removed immediately upon my request.

_____Yes, you may publish my child's writing, art work, or photography on the school web site.

_____No, you may not publish my child's writing, art work, or photography on the school web site.

Student Name_____

Parent Signature _____

Please sign and return to your child's teacher.

Addendum A

Derry Cooperative School District
Notice of Disclaimer, Copyright and Privacy Statement

Disclaimer

Neither the Derry Cooperative School District nor any other party involved in creating, producing, or delivering this site is liable for any direction, incidental, consequential, indirect, incidental, consequential, indirect, or punitive damages arising out of access to, or use of, t his site. The Derry Cooperative School District also assumes no responsibility, and shall not be held liable for any damages to, or viruses that may infect computer equipment or other property as a result of using, browsing, or downloading any materials, data, images, or text from this site.

A possibility exists that the site could include inaccuracies or errors. Although the School District tries to ensure the integrity and the accuracy of the site, it makes no guarantees as to the correctness or accuracy of the site. In the event that such an inaccuracy arises, please inform the District office so that it can be corrected.

Pages on this site may provide hyperlinks to other sites that are not maintained by the Derry Cooperative School District. The School District does not (a) make any warranty, express or implied, with respect to the use of the links provided; (b) guarantee the accuracy, completeness, usefulness or adequacy of any resources, information, apparatus, product, or process available at or from this site. Accordingly, the Derry Cooperative School District is not responsible for the contents of any offsite pages or any other sites linked from this site. Linking to offsite pages or sites is at your own risk.

Copyright Statement

Unless expressly states, all material contained within this site is copyrights by the Derry Cooperative School District.

• Unless there is a clear statement that art, photos, and text are "public domain" and available for free use, one should assume that they are copyrighted. This material should not be used for republication on a local area network, a wide area network, or a web site unless permission is granted from the owner.
• The absence of the copyright symbol, ©, does not mean the material is in the public domain.
• Writing, art work, and photography of students belongs to them and should not be published without written student and parental permission.
• Visitors to a site do not have rights to take and duplicate such materials without negotiating with the producers of those materials.
• When copying is permitted and expected, those permissions should be clearly stated where the notice is easily found.

Privacy Statement

All communication or material you transmit to this site electronically will be treated as non-confidential. Your name or e-mail address will not be shared with other organizations.