

# **WEB PAGE GUIDELINES**

## **FOR**

### **Chesapeake Public Schools**

(Revised November 2011)

School Web pages are public documents welcoming the outside world to the school and linking students and staff to outside sources of information. Guidelines are required in the construction of school Web pages to ensure that information on the pages is appropriate for viewing by all Internet audiences. Web pages must support the educational objectives of Chesapeake Public Schools. These guidelines contain resources and documents related to publishing Web pages on the World Wide Web through Chesapeake Public Schools' telecommunications network.

The Office of Public Information and the Department of Information Technology and the Web Page Guideline Committee collaboratively developed these guidelines as a key reference tool. This resource contains Chesapeake Public Schools' Web site goals and specific guidelines for publishing at all levels. Questions about these guidelines or updates should be directed to the Ombudsman/Public Information Officer and the Department of Information Technology.

## **PURPOSE**

Chesapeake Public Schools' primary purpose for publishing Web pages is to provide information about department activities/services, schools, teachers/classes, student projects, and student extracurricular activities via Chesapeake Public Schools' telecommunications network and the Internet. Educational resources for staff and the community may also be published online.

## **PROCEDURE**

### **Pagemaster**

Each school and administrative department will designate a staff member, known as the primary pagemaster, to create, maintain and publish its site, whether it is hosted on the Chesapeake Public Schools web server or on Edline. A secondary pagemaster should be designated to assume these duties if the primary pagemaster is unavailable (e.g. summer break).

### **Site Content Approval**

When Chesapeake Public Schools Web pages are uploaded onto the Internet, the site becomes an official representative of the division. Therefore, an administrator, i.e. principal or department head, must approve the overall content, including updates and links for compliance with these guidelines.

### **Site Publishing**

All official Web pages must reside on the Chesapeake Public Schools' Web server or on Edline. Placing Web pages on a server is known as "publishing" a site.

## **CONTENT**

To ensure that content on Chesapeake Public Schools Web pages is both legal and consistent with the mission of Chesapeake Public Schools, the following guidelines have been established.

### **General Guidelines**

All publications must comply with the Board policies, administrative regulations, Chesapeake Public Schools' Acceptable Telecommunications and Internet Use Policy, and these Web Page Guidelines.

The content in these Web pages must be consistent with the educational objectives of Chesapeake Public Schools. All subject matter must relate to curriculum, instruction, school-authorized activities, general school-related information that is appropriate and of interest to others, or information that relates to schools within the District.

Content must be reviewed and updated on a regular basis to ensure that nothing is inadvertently placed on Web pages that may misrepresent the school district or violate district policy.

A "revised mm/dd/yyyy" line must appear at the bottom of each page when feasible.

Personal information not related to education is not allowed on the Chesapeake Public Schools' Web site.

Staff members may create class webpages using Edline (see Teacher Webpages).

### **Copyright**

Web page publications must comply with all state, federal, and international laws concerning copyright, intellectual property, and use of telecommunications. Pages must indicate that permission has been secured when copyrighted materials are published on them (e.g. "published with permission of author.")

### **Copyright Statement & Disclaimer**

The following Disclaimer must be placed on your school or department homepage.

The Chesapeake Public School System is an equal educational opportunity school system. The School Board of the City of Chesapeake also adheres to the principles of equal opportunity in employment and, therefore, prohibits discrimination in terms and conditions of employment on the basis of race, sex, national origin, color, religion, age, or disability.

The following Copyright statement must be included with the current year at the bottom of each page:

**Copyright © 2011 Chesapeake Public Schools**

**All Rights Reserved.**

## School Home Page

The school homepage should contain the following information and should be updated whenever information changes.

- school name
- school address
- telephone / fax numbers
- school operating hours
- grade structure
- principal's name
- link to supplies list (required for K-8)
- link to lunch menu
- link to map (strongly recommended)
- link to SOL scores
- email address of the school or a contact form
- date of last modification
- picture of the school, principal & mascot, where technically feasible
- link to visit the Chesapeake Public Schools Division website
- link to events
- mission statement

## Identification of Students

Web pages containing personal information about students are not permitted. Students may create "content" pages under their instructor's supervision such as artwork, poetry, etc., but not personal pages about themselves. A parent/supervisor permission slip is required before posting student work.

## Permission for Posting of Student Pictures, Names, & Work

No student's email address, personal Web address, street address, or telephone number may be published at any time.

Permission to publish a child's name, picture, and/or work must be obtained in any of the following situations:

- if a child is clearly recognizable in a picture;
- if a child is singled out in a picture with accompanying text that identifies him/her;
- if work attributed to a child is posted on a Web page.

Permission may be obtained for all such situations during a school year on a single permission form (**See Appendix 3**). The pagemaster must keep signed forms on file for the remainder of the school year, and content requiring permission must be removed from the web pages at the close of the school year.

Groups of student names, as for awards, teams, etc., may be published without permission, as long as an identifying picture of the honored individuals is not used.

Filenames for web pages and images should be checked to ensure that students' names do not appear in the name. (e.g. "johndoe.gif", "johndoe.html")

## **Identification of Faculty or Staff**

Faculty and staff names, school email addresses and school or office phone numbers will be published on the Chesapeake Public Schools website or on school webpages at the discretion of the school principal or the department administrator. Additional information may be requested. Permission must be obtained from any staff or faculty member prior to displaying his/her image on photograph(s), video(s) and/or work. (See Appendix 1)

## **Advertisements**

Commercial use for the pursuit of personal or financial gain is prohibited.

School Web pages may only contain brief acknowledgements of school partnerships or sponsorships. Links to school fundraising and yearbook websites are acceptable.

## **Links**

Publications on the Chesapeake Public Schools' Web site must identify affiliation with Chesapeake Public School and should link back to the main page (<http://www.cpschools.com>) from the first page of any school or department's main page.

All links to external sites must display a statement indicating that the Chesapeake Public School site is being left (see Appendix 2). In Edline, external links should be placed under a heading that indicates they are external.

All links connecting to external sites must be approved by the school or administrative department pagemaster and are subject to approval by the principal or department head.

External links should be periodically checked to ensure validity and content. Common courtesy, but not law, dictates that webmasters of externally linked sites be notified of use of such links.

Links to personal student, faculty, or staff Web pages from the Chesapeake Public Schools' Web site are not permitted.

All links are subject to approval by the approving person (i.e. the school principal or the department head).

## **Electronic Communications & Communications Between Staff & Students**

**Please refer to School Board Policy P8-38 and Regulations R8-38.**

# WEB PAGE DESIGN AND TECHNICAL STANDARDS

## Web Editor

Though several Web site software packages are available for Web page management, the applications supported by Chesapeake Public Schools are Microsoft FrontPage, Dreamweaver, and Edline.

## Design:

- ❑ Plan the design carefully.
- ❑ Carry a specific color scheme or theme throughout the pages.
- ❑ Include empty or white space to create an uncluttered look.
- ❑ Use tables to organize and format content.
- ❑ Keep graphic sizes below 50K. Keep total page size below 500K.
- ❑ Avoid pages that require a visitor to scroll down excessively.
- ❑ Limit animated graphics.
- ❑ Identify or clearly mark graphic hyperlinks as links.
- ❑ Graphics should support and not overpower the information being presented.
- ❑ Use sounds only to complement content.
- ❑ Use small and/or compressed JPG files whenever possible.

## Navigation

Provide a link back to your homepage. Not all users are familiar with the “back” button. Visitors should be able to navigate to the most important/frequently accessed information in less than three clicks.

## Content

- ❑ Content must be school, curriculum, or system related.
- ❑ Content must be approved by the school or department head prior to publishing.
- ❑ Include a copyright statement on every page and disclaimer on the homepage.

## Naming Files

- ❑ Be consistent with file extensions – decide whether you will use .htm or .html when naming all of your web pages.
- ❑ DO NOT use file names that contain spaces. Use a hyphen, if necessary. (e.g. “gradefour.html” or “grade\_four.html” is preferred over “grade four.html”).
- ❑ Avoid punctuation marks in file name or mixing upper and lower case.

## Testing

- ❑ Web pages should be tested on Internet Explorer.
- ❑ Be sure all hyperlinks are active or current. Repeated Error 404's (File Not Found) will annoy visitors.
- ❑ Many Web editors will leave local drive paths if you are not careful – it is best to test with a PC that was NOT used to create the page.
- ❑ Use the RELOAD or REFRESH button on your browser after making any changes to your Web page to ensure seeing the latest revision.

## **Accessibility Requirements**

In an effort to ensure web page accessibility for visitors with disabilities, the General Assembly requires all state executive branch agencies and institutions of higher education to comply with Section 508. **Chesapeake Public Schools web pages should be developed according to Section 508 standards so that users with disabilities can more readily access information. (see Appendix 4).**

Chesapeake Public Schools' Department of Information Technology will provide training and assistance to all pagemasters for the purpose of ensuring that school and department web pages meet Section 508 standards. Web page training classes are offered each year, in the fall and spring, through the Technology Training and/or the Staff Developer.

**Be sure to visit the following helpful website:** The following standards are excerpted from Section 508 of the Rehabilitation Act, §1194.22. The pass/fail criteria in this document represent an interpretation of Section 508 web standards. This checklist is NOT official Section 508 documentation. For the full text of Section 508, please see the [Official government 508 web site - external link](http://www.section508.gov/index.cfm?&FuseAction=Content&ID=12) at <http://www.section508.gov/index.cfm?&FuseAction=Content&ID=12>.

## **WEB DESIGN ASSISTANCE**

### **Additional Help**

Pagemasters should submit a work order to the Department of Information Technology if additional help is required.



**Chesapeake Public Schools**  
Educational Services Center  
369 Battlefield Boulevard S.  
Chesapeake, VA 23322

**Appendix 1**

**Faculty/Staff Release Form for Publication of Information on the Internet**

Schools and Departments may post faculty and staff information such as names and school email addresses on their respective school or department webpages, at the discretion of the school or department administrator. However, permission is required to post photographs, video and other multimedia containing faculty and staff. Fill out this form and submit it to the school or department pagemaster.

Full Name: \_\_\_\_\_

School Name: \_\_\_\_\_

I understand that other information, including my name and school email address, may be available to anyone on the World Wide Web, at the discretion of my school or department administrator.

**I give permission to use the following on the school's web site:**

Please check one or more:

- Publish** my Name as shown: \_\_\_\_\_
- Photo(s) of myself**
- Videos(s) in which I appear**
- Other:** \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



## External Site Alert Message

Copy this code into the HEAD section of your HTML code:

```
<script language = "Javascript">
<!--
function leave()
{
window.alert('You are now leaving the Chesapeake Public Schools
Web Site. ');
}
//-->
</script>
```

Copy this code into the BODY section of your HTML code where you want to post your external link:

```
<a href="http://www.YourLink.com" onClick="leave();" >Your Link</a>
```



**Appendix 3**

**Parental Release Form for Publication of Student Information on the Web**

No student's email address, personal Web address, street address, or telephone number may be published at any time. Parental permission to publish a child's full name, picture, and/or work must be obtained in any of the following situations:

- if a child is clearly recognizable in a picture, video or other media;
- if a child is singled out in a picture;
- if work attributed to a child is posted on a Web page or on a video posted to the Web page

School Name: \_\_\_\_\_

Child Name: \_\_\_\_\_

Parent / Guardian Name: \_\_\_\_\_

Parent / Guardian Phone Number: (\_\_\_\_) \_\_\_\_\_

The selection you choose below will appear on your child's school web site, video, or other media for use on school web site for recognition or education purposes.

As the parent/guardian of the student named above, I give permission to use the following on his/her school's web site:

**Please choose one or more of the following:**

- Photo(s) of the Student**
- Video(s) in which the Student appears**
- Student's Name**
- Work created by student with or without student's name**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## **SECTION 508: Web Site Accessibility Guidelines**

### **Style Sheets**

1.  Pages are readable and usable without style sheets (e.g., when the browser does not support them or the user has turned them off).

### **Images and Image maps**

1.  All images and image maps have alternative text.
2.  Graphics that present important information (especially charts, tables, and diagrams) have an associated longer description of the graphic (i.e., via a description link or the "longdesc" attribute) Furthermore, authors have included internal text in images for formats that support it.
3.  Client-side image maps have been designed instead of server-side image maps. Furthermore:
  - o For each client-side image map, each of the map's links has an associated description.
  - o For each server-side image map, a list of the map's links are provided as text links (on the same page, on an alternative page that is accessible, or within the body of the OBJECT element).

### **Applets and Scripts**

1.  All scripts have a non-script alternative (the NOSCRIPT element).
2.  The user can freeze any moving or blinking text.
3.  All applets have alternative text.
4.  Descriptions are provided for applets that convey important information.
5.  Alternative mechanisms (e.g., a form) are provided for applets that gather information .
6.  Applets that require user interaction that cannot be duplicated in an alternative format are directly accessible.

### **Audio and Video**

1.  All audio information has an associated transcript.
2.  All video information has an associated audio description.
3.  All video information has an associated transcript.
4.  Transcripts and audio descriptions are synchronized with audio/video information, either directly or via a synchronization file.

## **Text, Symbols, Punctuation, Phrases, and Paragraphs**

1.  HTML structural elements are only used to convey meaning, not presentation.
2.  HTML presentation elements are only used to convey presentation, not structure.
3.  Headings are nested properly and are not used for formatting.
4.  The BLINK and MARQUEE elements have not been used.

## **Lists and Outlining**

1.  List structure and list items are correctly encoded with proper HTML elements. Style sheets, not markup, are used to control layout.

## **Tables**

1.  Table cells are explicitly associated with row and column labels.
2.  Tables are not used to arrange text documents in columns.

## **Links**

1.  Link text makes sense when read out of context, but is not too verbose.

## **Frames**

1.  Each frame document (the FRAMESET element) has a non-frame alternative (e.g., the NOFRAME element).
2.  An image does not appear directly in a frame but is part of a document included in a frame.
3.  All frames have titles.

## **User-Input Forms**

1.  Image maps are not used to create graphical "submit" buttons.
2.  Each label is explicitly associated with its control.
3.  Images used as "submit" buttons have alternative text.

## **If All Else Fails...**

If, after best efforts, a page is still not accessible, provide a link to an alternative page that is accessible, has equivalent information, and is maintained with the same frequency as the inaccessible page.

## **TEACHER WEBPAGES**

Teacher webpages must follow web guidelines when technically feasible. Chesapeake Public Schools can link to official teacher webpages, provided they are hosted on Edline.

### **Minimum Requirements for Teacher Webpages**

#### **Elementary Teacher Webpages**

##### **K-2**

- homework and/or newsletter

##### **3-5**

- homework (updated regularly)

#### **Secondary Teacher Webpages**

- homework (updated regularly)
- syllabus

### **FAQs for Teachers**

#### **1) May I link to Jostens, or external fundraising websites?**

**Answer:** Links to school fundraising and yearbook websites are acceptable; however, links to school partnerships or sponsorships are subject to approval by the Public Information Office..

#### **2) May I create a teacher website on an externally hosted domain?**

**Answer:** Externally hosted teacher webpages cannot be linked from any of the Chesapeake Public Schools' websites.