

DISTRICT WEB SITE PUBLISHING

Hilliard City School District Web Sites

The Hilliard City Schools may establish Intranet (internal) and Internet (external) web sites. The District's web sites provide information to the world about school curriculum, instruction, school-authorized activities and other general information relating to our schools and our District's mission. The pages also serve as a gateway to educational resources on the Internet for students and staff to access. In order to provide guidance in the construction and on-going maintenance of the Hilliard City Schools' Intranet/Internet Web site, the following policies and procedures regarding Web pages have been established.

Appointment/Duties of District Web Designer/Developer

The Hilliard City Schools' Superintendent designates a District Web Designer/Developer. The Web Designer/Developer is responsible for maintaining and monitoring the official District web sites. The Web Designer/Developer develops style and content guidelines for official District and school web materials and develops procedures for the placement and removal of such material. All material originating from the schools/administrative departments must be approved through a process established by the Web Designer/Developer.

Description of HCSD Web Publishing Roles

1. District level web sites.

A. District Web Designer/Developer

This person posts pages to the Hilliard City Schools' web server, created by himself/herself. He/she confirms that all web documents published meet the Hilliard City School District policies. The Chief Technology Officer or designee is ultimately responsible for accuracy and appropriateness of information.

B. Superintendent, Communications Director, Chief Technology Officer

These persons or their designees guide the work of the District Web Designer/Developer to help create sites that conform to the District mission, vision and beliefs.

2. Administrative department pages/web sites

A. District Web Designer/Developer

This person posts pages to the Hilliard City Schools/ web server, created by himself/herself or an Administrative Department Head. He/she confirms that all web documents published meet the District policies.

B. Administrative Department Head

This person or his/her designee will work closely with the District Web Designer/Developer to create department pages as well as any additional pages needed. The Administrative Department Head is ultimately responsible for content and reliability of his/her department page(s).

3. Building web sites

A. Building Communication Liaison

This person posts pages to the Hilliard City Schools/ web server, created by himself/herself or an Administrative Department Head. He/she confirms that all web documents published meet the District policies.

B. District Web Designer/Developer

This person may post pages to the Hilliard city Schools' web server, created by himself/herself or an approved web author. He/she also provides technical and design support to the Building Communication Liaison as needed.

C. Building Principal

This person or his/her designee will work closely with the building Communication Liaison to create school pages as well as any additional pages needed. The building principal is ultimately responsible for content and reliability of his/her school web site.

Content Standards

Building and District administrators and/or their designee are responsible for web page approval.

1. All District Acceptable Use Policy provisions will govern material placed on the web.
2. Web content must be checked for spelling, grammar and accuracy of information.

3. Web content shall not contain:
 - A. inappropriate comments, jokes, graphics or other objectionable material. Objectionable material is defined as material that does not meet the standards for instructional resources specified in District policies.
 - B. a student's full name in conjunction with the address, e-mail address or phone number of the student. (First names or first names and the grade of the student may be used where appropriate.)
 - C. any information which indicates the physical location of a student at a given time, other than attendance at a particular school or participation in activities.
4. District staff may come into the school buildings and classrooms to take various pictures or video of student in their learning environment. The photographs and videos are used for documentation of programs, staff and community newsletters, media releases, other publications and some external communications, including the school district web page. If you wish that your child (children) not be photographed for any reason, please sign and return the district photo release form. Decisions on publishing student images are based on the supervising staff members' judgment and signed photo release forms.
5. Staff members' name, teaching assignment, photo, e-mail address and voice mail number may be published. Photos of staff members can be published only with permission of the staff member in question. Staff can choose not to have their e-mail "hot-linked" on web publications.
6. Copyrighted or trademarked material belonging to others may only be used with written permission from the owner. There will be no assumption that the publication of copyrighted material on a web site is within the fair use exemption.
7. Any use of education related sponsorship or advertising material that appears on any District site must be approved the Superintendent or his/her designee.
8. The Superintendent and/or designee shall have the ability to veto or remove any content at any time.

Subject Matter

All subject matter on web pages should relate to and support the District mission. Content examples include curriculum, instruction, school-authorized activities, general information that is appropriate and of interest to others or information that relates directly to the District or the schools within the District. Staff or student work may be published only as it relates to a class project, course or other school-related activity.

Logos/Graphics

Logos or graphics created by a design artist for the District are the property of the District and may only be used on web sites hosted on the District web servers. Graphics and logos created by students may be used on District web sites with the student's permission or parental consent.

Ownership and Retention

All web pages on the District's server(s) are the property of the District. The Web Designer/Developer reserves the right to modify any District page at any time. The District reserves the right to terminate serving any and/or all pages at any time.

Technical Standards and Consistency

1. Each web site should have a set theme or design that ties the site pages together as well as clearly developed navigation that will help lend the site to ease of use.
2. Designers are discouraged from creating web pages with extensive tiled backgrounds or large graphics.
3. All web pages must be given names which clearly identify them. If a web page name contains more than one word, then each word should be capitalized (i.e., DistrictOverview.html).
4. Any graphics, sounds or video used on web pages must conform to the format currently used or approved by the District (see Table 1 - Acceptable File Formats below).
5. All building web sites should have a link back to the District web site.

6. Web Accessibility:
 - A. All images must be accompanied by an ALT tag.
 - B. Sites should follow W3C WAI's Web Accessibility Guidelines 2.0 Level AA Conformance where appropriate.
7. Pages should not contain tables any larger than 700 pixels wide. This is to ensure that our sites are printable.

Table 1 - Acceptable File Formats

Image files:	.jpeg .gif .png
Video files	.avi .mov
Sound files	.midi .mp3

[Adoption date: September 23, 2002]

[Re-adoption date: January 22, 2007]

[Re-adoption date: May 11, 2015]

[Re-adoption date: October 8, 2018]

LEGAL REFS: Family Educational Rights and Privacy Act; 20 USC § 1232g
ORC 149.41; 149.43
3313.20
OAC 3301-35-02(B)(4)(b); 3301-35-03(E)

CROSS REFS.: EDE, Computer/On-Line Services
IGDB, Student Publications
JO, Student Records
KBA, Public's Right to Know