Policy 524C   World Wide Web Page Development Guidelines

Purpose
This policy provides direction for the development of web pages by staff and students.

The availability of Internet access at Achieve Language Academy provides an educational opportunity to contribute to the School's "Web page" on the World Wide Web. This electronic publication provides a means of two-way communication for the purposes of sharing information with Achieve Language Academy and the world about school curriculum and instruction, school-authorized activities, and other information relating to Achieve Language Academy and its mission.

Page Development
Staff members and students working under the supervision of licensed teachers, may create Web pages to be considered for addition to the school/program Web site. Developers of Web pages intended for publication on the School Web server need to meet the guidelines and responsibilities outlined in these guidelines and the current version of Technical Standards available from the Media Center.

Responsibility
The web site coordinator is responsible for adding pages to the home page that meet the guidelines for content and format.

Individual staff members who author Web pages and teachers supervising students who are authoring Web pages are responsible for ensuring that their pages meet the guidelines for content and format specified in these guidelines and that all links are functional, up-to-date and linked correctly to site pages.

The administrator is responsible for being knowledgeable about the content of all school Web pages.

The Media staff is responsible for ensuring that the School web site is functioning properly. She/he will contact the appropriate individuals regarding any specific pages about which technical problems are noted.

The Administrator and School Board will have final authority for issues related to the content of all pages that are part of the School Web site.

Content Standards
1. Subject Matter-All subject matter on Achieve Language Academy Web pages and their links must relate to curriculum and instruction, school-authorized activities, or information about Achieve Language Academy or its mission. Staff or student work may be published only as it relates to a class project, course, or other school-related activity. Neither students, staff, nor other individuals may use the School's Web pages to provide access to personal home pages.
2. Quality-All work must be free of any spelling or grammatical errors. Documents may not contain objectionable material or point directly to objectionable material (i.e. material that does not meet the standards for instructional resources specified in School Board Policy 641 or other related School policies).

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3. Student Safeguards-The School has chosen to establish these guidelines for publishing Web pages because of the undefined and worldwide nature of the Internet audience and an interest in protecting students.
   a) •Documents may include only the first name and initial of a student's last name unless the student's parent or guardian has given written and dated permission to use a full name.
   b) •Documents may not include a student's phone number or address or the names of other family members or friends.
   c) •Published e-mail addresses are restricted to staff members or to a general group e-mail address whose arriving mail is forwarded to a staff member.
   d) •No pictures of students (video or still) or audio clips will be published without written and dated permission from the student's parent or guardian.
   e) •No original student work will be published without written and dated permission from the student's parent or guardian.
   f) •Any e-mail address links, survey-response links, or other direct-response content may be made to staff e-mail addresses only; not student e-mail addresses.

School Board Policies-All documents Achieve Language Academy Web site must conform to School Board Policies and regulations as well as established school guidelines. Relevant Board issues include the following:

1. •Electronic transmission of materials is a form of copying. As specified in Copyright policies, no unlawful copies of copyrighted materials may be knowingly produced on or transmitted via the School's equipment, including its Web server.
2. •Any links on the School Web pages to sites that are not specifically curriculum--related should be limited to information about other youth activities, agencies, or organizations that are known to be nonsectarian, exclusively devoted to community interests or child welfare, non-profit, and nondiscriminatory-and may not include entities whose primary purpose is commercial advertising or political advertising.
3. •All communications via the School Web pages will comply with Policy 411. Offensive behavior that is expressly prohibited by this policy religious, racial, and sexual harassment and violence.
4. •Any student information communicated via the School Web pages will comply with all policies related to protection and privacy of student and staff records and information.
5. •Any deliberate tampering with or misuse of the School network services or equipment will be considered vandalism and will be handled in accordance with appropriate student conduct and discipline.

Technical Standards
In the interest of maintaining a consistent identity, professional appearance, and ease of use and maintenance, technical standards are established for all Achieve Language Academy Web pages. Some general technical guidelines include the following:

1. The School Web server is located in the Media office.
2. Preparation of all Web documents should be created in an off-line environment. When completed, pages that meet the guidelines for content and for technical organization and structure outlined in this policy will be uploaded and linked to the School pages.
3. The individual staff member developing Web pages and individual teachers supervising students who are developing pages will edit the pages, test the pages for accurate links,

ensure that the pages meet the standards for content and for technical organization and structure, and assume responsibility for updating the links as needed.

4. Because students may send and receive e-mail only from certain designated computers and through pre-arranged accounts handled separately from other network resources, School-created Web pages may not contain any "hot" student e-mail address links, survey-response links, or other direct-response content. Links may be made to staff e-mail addresses only.
5. Directory structure will be determined by the Information Media & Media and Communications Departments and the building person(s) responsible for coordinating the school's Web pages.
6. Final decisions about access to Web pages for editing purposes will be the Media staff. Staff members approved for access will be given access passwords by the Media staff.

Each web page added to the school web site must contain certain common elements:

1. *At the bottom of the page, there must be the date of the last update of the page and the name or initials of the person(s) responsible for the page or the update.
2. *At the bottom of the page, there must a link that returns the user to the appropriate points in the school pages. This would normally be a return to the school home page.
3. *HTML files are used; HTML editors or word processor programs that save as HTML files may be used.
4. *Care should be used in creating extensive files with tiled backgrounds, large graphics, or unusual or dark color combinations. These files can take a long time to download, frustrating users and slowing down the server, or they may be difficult to read on a monochrome monitor. Try to keep the load time within 30 seconds for the home page.
5. The authorized teacher who is publishing a final web page will edit, test the document for accurate links, and ensure that the page meets the content standards listed above. In addition, the teacher will assume responsibility for updating the links as needed.
6. Pages may not contain links to other pages that are not yet completed unless linked page contains information that states "is currently under construction", etc.

These guidelines will be evaluated and updated as needed in response to the changing nature of Media and its applications at Achieve Language Academy.