Policy

<u>WEB PAGE DESIGN</u>

Hortonville Area School District's Website on the World Wide Web is considered a "publication," and as such, it should present a unified presence in both design and content, and all information on the Website must be current and accurate.

The Internet and the explosion of electronic communication through the World Wide Web now enable Hortonville Area School District to extend its message to a larger audience than any other form of communication presently available.

The Board of Education authorizes staff members to create web pages that will be hosted on the district's web hosting services. The web pages must reflect the professional image of the District, its employees, and students. The content of all pages must be consistent with the District's Mission Statement. The creation of web pages must be done under the supervision of a professional staff member (e.g. Wikis/Vokis).

The purpose of web pages hosted on the District's servers is to educate, inform, and communicate. The following criteria shall be used to guide the development of such web pages:
   A. Educate - Content provided in the web site should be suitable for and usable by students and teachers to support the curriculum and the District's objectives as listed in the Strategic Plan.
   B. Inform - Content may inform the community about the school, teachers, students, or departments, including information about curriculum, events, class projects, student activities, and departmental policies.
   C. Communicate - Content may provide an avenue to communicate with the community.

When the content includes a photograph, video, or information relating to a student, the District will abide by the provisions of Policy 8330 – Student Records.

Under no circumstances is a web site to be used for commercial purposes, advertising, political lobbying, or to provide financial gains for any individual. Included in this prohibition is the fact that no web pages contained on the District's web site may: (1) include statements or other items that support or oppose a candidate for public office, the investigation, prosecution or recall of a public official, or passage of a tax levy or bond issue; (2) link to a web site of another organization if the other web site include such a message; (3) communicate information that supports or opposes any labor organization. Nothing in this paragraph shall prevent the Board from linking on the District's web site to recognized news/media outlets.

Under no circumstances is a staff member-created web page, including personal web pages, to be used to post-student progress reports, grades, or any other similar assessment-related material to comply with privacy law. The District maintains Student Information System Portal that employees are required to use for the purpose of conveying information to students and/or parents.

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Staff members are prohibited from requiring students to go to the staff member's personal web page (including, but not limited to, their Facebook or Myspace pages) to check grades, obtain class assignments and/or class-related materials, and/or turn in assignments.

If a staff member creates a web page related to their class, it must be hosted on a Board approved web hosting service.

Implementation:
   A. <u>Page Design and Content</u> - The HASD (Hortonville Area School District) Website must meet specific design and content requirements. These requirements are outlined in the Web Policy Guidelines.
   B. <u>Website Tools</u> - To ensure compatibility, ease of navigation, and consistency in district branding, the website shall be created using district adopted website tools. This software is described in the Web Policy Guidelines.
   C. <u>Calendar of Events</u> - The HASD Web Page shall contain a monthly calendar of events. Criteria for these guidelines are outlined in the HASD Web Policy Guidelines.

Policy

WEB PAGE POLICY AND GUIDELINES

Hortonville School District's Website on the World Wide Web is considered a "publication," and as such, it should present a unified presence in both design and content, and all information on the Website must be current and accurate. To ensure consistency and accuracy, the HASD Website will be administered by building administrators and designees.

The main categories ~~and~~ subcategories and core content will be defined and directed by the District Communication Council and District Administrator. Home pages for all academic and non-academic units will be located on the official server and must adhere to the official HASD Web Page Policy.

Page Design and Content
Individuals and departments are responsible for developing their own web pages**.** Faculty and staff who create their own department's official page must have the approval of their department head.

Departments or organizations will be notified of any problems in content or design that are discovered through random checks of pages by the District Communication Council, Building Administrators, and District Administrator. If the problem is not corrected, the content will be removed from the server.

The same copyright regulations that apply to written materials will also apply to the District Website. Copyrighted text, photographs, and graphics must not be placed on a page without permission of the author, photographer, or artist.

Website Tools
The District Communication Council will evaluate district needs, review "best practice" communication solutions and recommend the most appropriate service to match district needs. To ensure compatibility, ease of navigation, and consistency in district branding, the website shall be created using district adopted website tools.

Departmental Home Pages
Each department (academic and non-academic) is encouraged to develop content and to provide updated information for the page.   The department liaisons are responsible for:
    A.   gathering information for the page;
    B.   obtaining permission for copyrighted materials;
    C.   ensuring that the information is kept up-to-date;
    D.   answering all questions concerning the department's page.

Co-Curricular Home Pages
All material on a Co-Curricular's home page must comply with all applicable federal, state, and local laws and with the policies of the District.

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The faculty/staff advisor or one member of the Co-Curricular appointed by the advisor must be designated to maintain and update the page. The faculty/staff advisor is ultimately responsible for all information on the organization's home page. The organization liaisons are responsible for:

    A. gathering information for the page;
    B. obtaining permission for copyrighted materials;
    C. ensuring that the information is kept up-to-date;
    D. answering all questions concerning the organization's page.

Policy Updates
This policy is subject to change and the District reserves the right to make any technical changes on the website as necessary. Users will be notified of changes or revisions in advance if possible.

If you have any questions concerning these guidelines or the Hortonville School District Website, contact the District Communication Council and District Administrator.

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