

Polk County Public Schools

Web Page Policies

The Division of Information Systems and Technology provides Web hosting services to all Polk County Public Schools and departments in the district. The use of the web pages and web sites must be in support of educational and professional activities that are consistent with the educational goals and policies of the Polk County School Board. This policy applies to all school associated web content hosted by the Polk County School Board or other service providers, including but not limited to, all web pages supported on the District's servers, whether created by schools, departments, staff, students, or other persons. Web pages are public documents welcoming the outside world to the individual schools, departments and the school district, while at the same time linking students and staff to outside sources of information.

Policies:

- All content shall conform to School Board Policies, established procedures and copyright laws, and shall not violate state, federal or local laws.
- Polk County School websites shall not be used as a tool for political or personal philosophy.
- School sponsored web pages are to be considered as a district authorized means of communicating with the community.
- Web sites must not include links to:
 - ✓ Potentially offensive materials;
 - ✓ Any material that is inconsistent with the educational goals of the district;
 - ✓ Commercially owned businesses for advertisement purposes;
 - ✓ Unsecured confidential student records;
- Schools and departments in the district shall not have or operate web servers to host the school's web site.
- In compliance with CIPA, Posting of student information, including but not limited to: full name, home address(es), phone number(s), social security number, full name of other family members or other personal information is prohibited.
 - ✓ Identifiable images of students, videos, and/or student's first names may be placed on the Internet only after the Image and Technology Consent Form has been signed by the parent/guardian;
 - ✓ Image and Technology Consent Forms remain in effect until such time as the child leaves the school or the parents/guardians modify the permissions, in writing.
 - ✓ Documents shall not include any information, which indicates the physical location of students at a specific time during the school day.
- Staff images and/or videos are prohibited unless the Staff/Volunteer Image and Technology Consent Form is completed.
- Web sites may include supervised student submissions.
- Site layouts or any map-like image that depicts the layout of the school in detail is prohibited.
- The principal will be ultimately responsible for any school sponsored web site content.

Web Page Guidelines

Failure to comply with the Polk County Public Schools web page guidelines could result in cancellation of privileges to host your site on the Polk County web server.

General

- Each website must have a site webmaster who shall be responsible for:
 - ✓ Both the content and the “look and feel” of the website;
 - ✓ Determining the intended audience for the website and how best to serve it;
 - ✓ Acting as the liaison between the Principal/Supervisor and district webmaster for the purpose of posting updated files or sharing any concerns or questions.
- The home page of the website shall contain:
 - ✓ School name, address, phone number;
 - ✓ The email address of webmaster or school contact person;
 - ✓ Link to the Polk County School District’s website.
- Each page should be designed with the audience and goal in mind.
- A basic page format should be used.
 - ✓ Be consistent on all pages!
 - ✓ Use the same background;
 - ✓ Locate navigation tools in the same place on every page.
 - ✓ Have consistent link appearance, font size and font type on every page;
- Commercial designers of websites may be identified on the homepage. The ID may include the designer’s name and email address but should not include a link to the designer’s website.
- Each website should include the date of the last update on the homepage.
- All pages should be given a page title.
- Use at least two browsers to view and test your pages.
- Design your page to fit 640x480 or 800x600 pixels. Viewers may miss important information if they have to scroll left or right.
- Webmasters should periodically make a reasonable effort to insure that posted information is kept current.
 - ✓ Remove expired date-related items from pages.
 - ✓ Maintain and update files by deleting files that are out dated or no longer needed.
 - ✓ Check to make sure all internal and external links work properly.
- Tables should be used for designing menu and/or calendar pages.
- Each website should contain a link to the school media center for links to online services and/or web collection.

Naming Structure

- Use all lower-case letters for names of documents and graphics.
- Use short and descriptive file names for folders, images, pages, etc.
- The homepage shall be named default.htm/.asp and housed under the root directory.
- Do NOT use any spaces or other symbols in naming any files including folders, HTML pages, documents, or graphics in your web.

Grammar and Spelling

- All pages should be grammatically correct.
- Spell check and proofread all of your pages.

Navigation

- The overall plan or file structure should provide quick access to information and help the user understand how the information is organized.
- All pages should include a link back to the website homepage.
- Do not create links to ‘Under Construction’ pages that will not be available within a reasonable period of time.
- Use relative addresses for links on your site.
- Make sure that viewers can see the navigation without scrolling.
- Open links or pages in new window or same frame.
 - ✓ Links going off site should be opened in a new window.
 - ✓ Links that are on site should be opened in same frame (unless it is a document).

Backgrounds

- Keep backgrounds simple and small in file size.
- Select backgrounds that make text easy to read.
- Backgrounds will tile (repeat). Keep this in mind when selecting a background image.

Graphics

- Large images should be avoided; images should be less than 50 KB.
- Images need to be in GIF or JPEG format.
- Images should be kept in the images folder.
- “Resample” images when they are resized in FrontPage to make the file size smaller.
- Test the download time of each page to insure prompt loading of the page. Ex: In FrontPage use Report View.
- Use the “alt” tag to describe your picture. Ex: <alt=“school picture”>.

Copyrights

- Follow the Digital Millennium Copyright Act. The U.S. Copyright office’s website has more information at <http://www.loc.gov/copyright>

Web Page Ideas

The following is a list of suggestions for web pages that you might want to consider as you are creating your school site.

- General Information – school zone, enrollment, forms, school hrs, directions, dress code, school store, and Medication/Clinic
- Administration and Staff
- What makes your school stand out from the rest?
- Calendar of Events
- School history
- Mascot/school motto/school song/school colors
- Menus – breakfast and lunch
- School News/Current Events/Activities
- Favorite links
- Curriculum
- Programs
- Media Center
- Resources for Students, Parents, and Teachers
- PTA/PTO or Parent Information
- Supply Lists
- Volunteers