GEORGETOWN INDEPENDENT SCHOOL DISTRICT
WEB PUBLISHING REGULATIONS
Updated January 2012

1.0 Mission

The mission of the Georgetown Independent School District Web site is to promote better communication and information access between the district, campuses, staff, parents, students, and the community.

2.0 Objectives

The objectives of the GISD Web site are to:

- Provide parents and students with a reliable source of relevant and updated information about the District and its schools, including events, calendars, policies, supply lists, staff directories, and other important information as it becomes available.

- Post school board policies, agendas, meeting schedules, and improve community access to critical and rapidly changing information.

- Publicize District achievements and accomplishments, and provide information on District performance.

- Streamline operational processes and increase the ability of District staff to access information quickly and easily.

- Promote the District to prospective teachers, staff, and community members.

- Publish exemplary student work as a resource for other students and the community.

- Provide teachers with a forum for sharing their class schedules, projects, and curriculum with parents and other teachers.

- Showcase the Internet as an effective academic tool for student learning and research, as well as a teaching tool for educators.

3.0 Website Requirements & Responsibilities

Official web pages representing GISD schools, educators, programs, and departments must reside on the District's official web servers and approved services, meet the mission and objectives of the GISD web site, and adhere to District web templates and content & style guidelines as outlined in this policy.

3.1 District Web Site

The District web site should be a primary source for all relevant District level information, including school profiles, performance data, financial transparency documents, staff and office directories, Board of Trustee information and meeting minutes, job postings, and information about District departments and programs, and District-wide news and events.

All district-level departments, programs, and services must be represented on the official GISD website.

District departments and programs are responsible for designating a contact person in their department or program who will maintain the section of the district website. The department web contact is responsible for ensuring that the section is updated on a regular basis and adheres to district web publishing guidelines & requirements.

Department web editors work under the direction and supervision of the School/Community Relations office and are supported by the Technology Department.

3.2 Campus Web Sites

All campuses are required to maintain an official GISD website. Each campus web site should be a source for information specific to that campus, including school news and events, staff information, and updates.

Campuses must designate a contact person on campus who will be responsible for updating website content and events.

Campus technology facilitators are responsible for providing technical support, training, and assistance to staff and organizations at the school level who publish web pages.

3.3 Classroom Web Pages

Every teacher in the District is encouraged to maintain an individual classroom website or collaborate in a department or team web site that provides basic contact information, as well as information on assignments, lesson plans, calendars, activities, projects, and student work.

Classroom web pages should be used as a communication tool for students and parents, and as a way to showcase student projects and learning resources.

3.4 Student Web Pages

Students may develop web pages as part of any class project or as part of any student organization or club under the supervision of a teacher or sponsor. Web pages developed by students as part of a project, such as book reports or resource pages, may be published as part of a classroom or school web site.

Teachers or student organization sponsors must review all student-authored pages before posting and are responsible for ensuring that the pages adhere to all district guidelines and contain no personal information that violates the guidelines in this policy. Students and student organizations are not allowed direct publishing rights on any District web server.

3.5 Organization Web Sites

School organizations recognized by the District and approved by the School/Community Relations office, such as booster clubs and parent/teacher organizations, may be granted access to maintain content on District web servers as long as the content and design adheres to district standards.

External school organizations may also maintain sites on any external hosting service, however, campuses, classroom & district web pages may not link to external school organization websites unless the organization clearly identifies itself as a non-GISD website, obtains parental permission for all posted student names and photographs, and designates a webmaster contact on all pages. These organizations must apply annually for website links to be posted on district, campus, or classroom websites using forms found on the district website.

4.0 Content Standards and Guidelines

All material and information posted on the Georgetown ISD servers, whether at the District, campus, teacher, organization, or student level, should be appropriate to the mission and objectives of the entire web site. Irrelevant, offensive, or inappropriate materials may not be posted. In addition, all web pages must meet minimum technical specifications and standards for professionalism, content, and quality.

4.1 Subject Matter

All subject matter on web pages must relate to the mission and objectives of the GISD web site. Staff or student work may only be published if it relates to these objectives. "Personal" web pages (i.e. pages primarily devoted to a staff member or student's non-educational interests, activities, etc.) are not permitted and should not be posted on District web servers.

In addition, the following types of material are specifically prohibited on any GISD web page:

- Commercial or advertising material, with the exception of lists of sponsors or fundraising efforts that support schools, or other material specifically approved by the Superintendent.
- Political material, unless related to student body campaigns, bond elections, or school board elections.
- Content or links to inappropriate material, including obscene or explicit materials, or material that is disparaging of others that may create a hostile work or educational environment based on race, sex, national origin, sexual orientation, age, disability, religion or political beliefs.
- Content or links to unlawful or unethical material.

4.2 Content Quality

Web publishers are responsible for ensuring the quality and accuracy of their work before publishing it on a district server. All web pages must be free of spelling and grammatical errors.

In addition, web publishers must ensure that their web sites are updated regularly. Routine maintenance includes:
- Timely updating of information
- Removal of outdated or inaccurate pages
- Periodic checks of external links

Pages should be previewed and tested BEFORE they are published.

In addition, pages and links to pages "under construction" should not be posted until the content or page is completed.

4.3 Copyright Issues

Electronic transmission of materials is a form of copying. No unlawful copies of copyrighted materials may be knowingly produced or transmitted via the District's equipment, including its Web servers.

Web publishers must observe copyright and trademark law when using the work of others, including text, graphics, sound, and video. Copyrighted materials may not be used on web pages without the written permission of the copyright holder. Graphics obtained from other web pages without the permission of the owner are specifically forbidden.

Web publishers should assume that all work by others is copyrighted and protected by law, even if it is not labeled as such.

4.4 Template & Design

Standard templates, font types, colors, and sizes have been established for all district & campus websites to ensure consistency throughout the website. Web editors should ensure that their section of the website adheres to the standard templates and style of the designated campus or district site and is professional in appearance.

In addition:

- District department & program websites are required to use the official GISD district web template and logo.
- Campuses are required to use the official web template but may customize the colors and logos for their school.
- Classroom websites must use the official campus website web template.
- Consistent fonts, font sizes, and colors should be used throughout the district & campus websites. In order to ensure consistency, font sizes and colors for heading & default text are specified in the template and restrictions on use of fonts & colors will be set at the section level.
- Section editors should use the default/normal font for text and ensure that text copied into the website matches the default.
- Photos, graphics, and clip art should be professional in nature and adhere to copyright restrictions as outlined in this policy.
- Maximum image sizes will be set at the district level on graphics uploaded to the district web server. Web publishers should ensure the ability of visitors to easily access content by using images sparingly to ensure pages load quickly.
- Scrolling, blinking, or flashing text or marquees and animated graphics should not be used on GISD web pages.

4.5 Content Requirements

Content requirements for district, campus, and classroom websites have been established to ensure that website visitors can locate standard information for every department, campus, or teacher regardless of the section of the website. The structure and location of required content has been established by district site administrators and should be maintained by district, campus, and classroom web editors to ensure consistency across district & campus websites.

4.5.1 - District Departments & Programs

Departments are required to maintain the following content on their section of the district website:

- Standard department overview page containing contact information for the department
- Staff directory with names, official titles, email addresses & phone numbers for all staff members in the department
- Frequently used forms, files, or reports used by the staff or general public

- Any content required by local, state, or federal requirements

4.5.2 Campus Websites

Campuses are required to maintain the following content on their campus website.

- Home page with updated news, events, and information, including any required district content or information designated by the district site administrator
- School overview page with history, general information, and contact information
- Administration overview page with picture & biographical information for principal and/or other administrative staff, including assistant and associate principals
- Schedule/hours page with school hours, office hours, calendar, and schedules including lunch, bell, or school day schedules
- Map & directions page
- Events calendar
- Accountability ratings & reports page, to include all state-required reports and campus planning documents
- Faculty & staff directory with names, official titles, email addresses & phone numbers for all staff members
- Parent/student/staff resource pages with required district content as designated by the district site administrator and any additional campus-specific resources

4.5.3 Classroom Websites

Classroom websites are required to contain the following content:

- General educational, professional, and biographical information for the teacher(s)
- Contact information, including phone number and email address

Optional but recommended content for classroom websites includes:

- Class Schedule
- Assignments
- Resources & Linkes
- Photo gallery or other examples of student work

4.6 Social Media

Web editors who wish to incorporate any social media features from a district-approved web publishing platform in their web pages must participate in a training regarding best practices, regulations, and appropriate usage before being granted access to those features.

In addition, any all public commenting and/or contribution to a social media feature such as a blog or discussion board must be moderated by the web editor before it is posted publicly. The web editor is responsible for ensuring that all content posted publicly, whether by the employee or by approved comments or contributions from the general public, meets the content guidelines as outlined in this policy.

Classroom web editors who use district-approved social media software with their students should ensure that all student privacy policies are followed as outlined in this policy, including those related to student names, work, and personal information. Classroom web editors must also review and adhere to board policies regarding use of electronic media with students. When possible, classroom web editors who are using social media features of the district's web

software with students should restrict those features to internal GISD visitors only to protect the privacy of their students.

4.7 Student Safeguards

To protect the privacy and safety of GISD students, personal information about students such as student birthdates, email addresses, schedules, home addresses, or phone numbers may not be published on any GISD web page or approved web service under any circumstance.

The following student information may be posted on official GISD web pages or GISD approved web services, with parent permission required as indicated in the chart below.

Category	Description	Parent Permission Required
Student Names	First Name or Initials Only	No
	Full Name	Yes
Student Work	Posted with first name or initials only	No
	Posted with student's full name	Yes
Student Photos, Audio & Video	Large group photos or audio/video recordings such as performances, athletic events, or other public events	No
	Individual or small group photos or audio/video recordings of students, with or without student names	Yes

Web publishers wishing to post student information requiring parental permission must verify in the student information system that permission has been given on the student registration form or maintain a copy of the parent's written permission provided at the time of posting using official GISD release forms. Parent permission is automatically implied when a parent provides the photo, project, or audio/video via email or other submission, such as in response to a request for first day of school photos.

A parent's verbal or written request to remove a student photo or name from a website should be complied with as soon as possible. The parent who wishes to revoke name or photo release permission should also indicate this on the student registration form release section and the change should be documented in the student information system.

4.8 Technical Specifications & Accessibility

Web pages at the District and school level should be designed to be easily accessed by the majority of visitors. *The basic content of any web site* should be accessible to all visitors, regardless of their modem speed or browser type, and without the need for additional plug-in applications.

The Technology Department will be responsible for maintaining and publishing a list of specific technical standards for web pages to ensure that all visitors can access district information, and for assisting web publishers in meeting those standards.

4.9 Access Rights to Servers & Folder Size Limitations

Web publishers are responsible for ensuring that they do not share their website username or password with other users. In addition, due to space restrictions, web publishers are responsible for ensuring that their files & folders are routinely purged of documents that are no longer in use or published to the website.

5.0 Review and Violation Guidelines

All web pages residing on district servers are subject to review to insure they comply with District policies and guidelines. District or campus site administrators may remove any web page from a district server that does not comply with District policies. The campus or district administrator may hear appeals of this action and, if necessary, reinstate the page(s) removed.

Repeated violations of the web publishing policy may result in a revocation of an individual's right to publish web pages on district servers or in content approval requirements prior to posting. In addition, violations of the web publishing policy may lead to disciplinary action or administrative sanctions as specified under Board policy.

Revision History

- January 2012
- March 2010
- March 2008
- March 2001