

Web Guidelines

For

Campus/Individual Classroom/Program Webkeepers

2/23/2007

Campus Responsibilities

Each school is responsible for the development and updates of their pages. The District Webmaster will offer training and support for designated staff members.

Each school is responsible for acquiring the *necessary permission forms* prior to posting any student's name, picture, art, written work, voice, verbal statements or portraits (video or still) on the school's web pages. This form must be signed by the parents and filed at the campus.

The *designated staff member**, will post all web files to the district web server. At no time will files be posted that are submitted directly by students.

**Designated staff member* - someone employed by the school district, such as an administrator, a teacher, or paraprofessional, etc. The designated staff member must be identified and approved in writing (using the form provided in these guidelines. This form is to be printed, completed, and sent to the District Webmaster.

Campus/Individual Classroom/Program Web Keeper

1. Responsible for posting all web pages for the school/class/program for which they are posting.
2. All web pages, after careful examination and review by the submitting teacher, must be submitted to the web keeper for publication.
3. Assist teachers in the creation of additional web pages to campus web site.
4. Monitor overall design and appearance of campus site – be consistent throughout the site.
5. Monitor site space.
6. Prioritize and utilize the allotted space efficiently.

Requirements

- Pages that contain time-sensitive information, such as: calendars, school events, staff information, etc., must be updated monthly to insure current, accurate information.
- Web keeper will post web page files
- Web pages must be checked frequently to make sure that links work. Non-working links need to be removed.
- All web pages must have a title (which appears on the web browser's title bar).
- Each school will have a standard homepage with a link to their campus created pages.
- Each page must (at minimum) contain a link back to the previous level in the school's site, and a link to the site's main district page.

- The Tyler Independent School District Web Servers are for educational use only. Contents of the site should give information and promote school activities (PTA, classes, staff, departments, sports, school projects, calendars, volunteering opportunities, etc.) Information concerning non-curricular student groups may not be posted to the school's web pages.
- Do not have dead end links or links to “under construction” pages.
- External Links (Links to sites and content that is not hosted on an official Tyler ISD Web server) as follows: (All external links must be educational and be approved by web master.

- Commercial Links

Fundraising information and links must have approval.

Commercials, commercial transactions, or advertisements are prohibited on school pages.

- Educational Links should support and enrich the curriculum. All educational links should be submitted to the web master and listed in the district's common links page to be shared by all students.
- Links specific to a campus maybe placed on campus web page with approval from web master.

Note: In all cases where an "external link" (link to a site or content that is not hosted on an official Tyler ISD Web server), is used on a school's web site, the following disclaimer statement must be present on the school's main navigation page. **Tyler ISD is not responsible for contents on external sites or servers.**

- All official school and district sites must be hosted on Tyler ISD web servers.
- Files hosted on the Tyler ISD web server(s) and hyperlinks from these files should not contain information that is in violation of (or promotes the violation of) any district policy or regulation nor any local, state, or federal regulation or law.
- The following student information is generally acceptable to include, if parent(s) have given permission/consent to use it per district release form, on a school's web page.
 - Elementary students: Student's work with first name. Photos of elementary students should not be labeled with student's name
 - Secondary students: Student's work or photo with first and last name with the permission of the parents.
 - **No other personal information about a student is allowed, such as email address, phone number, home address, etc.**
- Unauthorized use of copyrighted material is prohibited.

- Prohibited items include:
 - Personal information about staff and parent volunteers: non-district email addresses, non-district mailing address, and non-district phone numbers except as approved by the building principal. *Example: PTSO/PTA/Booster Organization officer/contact requests to have their personal email address listed in the appropriate area on the school's page(s) and principal approves the request.* Note: Pictures and names of staff and parent volunteers will be allowed with principal's approval.
 - Student personal contact information of any kind
 - Links to staff, volunteer or student personal home pages
 - External links are prohibited unless they are approved.
 - "Chat areas" and "message boards" are not allowed.

Do not publish staff names, email addresses, photos, home addresses or phone numbers without written permission.

Teacher Responsibility

Teachers are responsible for the content of all class based Web pages.

If you assign students to publish web pages, or if you create web pages about your students, that will include any sort of information about the student, you must have a signed release from the parent(s) or legal guardian.

An individual teacher who submits pages for publishing student Web pages is responsible for:

- Gathering signed student web release forms
 - Do not publish student names, photos, email addresses, or other information without written permission from their parent(s) or legal guardian
- Teaching FrontPage Web/html format.
- Requiring students to research all links.
- Editing/proofing student submitted Web pages.
- Following ALL LINKS to ensure reliability and NOT linking to objectionable sites.
- Approving student Web pages to place on school Web server.
- Determining a page time limit on school Web server not to exceed the length of the term or school year.
- Maintaining, updating and removing pages.

Teachers' web pages will be placed on the District Web server.

Students and teachers are to use appropriate language and grammar.

Students and teachers are to follow copyright and permission laws when publishing Web pages.

All classroom web pages must be curriculum based.

Classroom teachers have the most direct day-to-day contact with students as they create Web resources. It is important that teachers monitor student activity to assure appropriateness, safety, and educational relevance. Listed below are some guidelines:

Content Standards

All documents to be published as school Web pages must be read and approved by a referring teacher before being submitted for publication.

Teachers should focus on material that reflects school activities, student work, special projects, or aspects of the community, which they serve. Be careful to provide meaningful content.

All work published on the school Web site should be free of any spelling or grammatical errors, consistent with maintaining the "voice" of the author appropriate to age and grade level.

For safety reasons, the following guidelines also apply to all student work published on the World Wide Web:

1. Published documents may not include a child's phone number, street address or box number, or names of other family members;
2. Documents may not include any information which indicates the physical location of a student at a given time other than attendance at a particular school or participation in school activities;
3. Documents may not contain objectionable material or point directly or indirectly to objectionable material;
4. Documents must conform to school board policies and established school guidelines.

Regarding #3, above: A link that logically leads to an objectionable site must be removed. For example, a link to a pop music page that links to a page that publishes rap lyrics should be removed, since it's logical to assume that a person looking at the music page would follow links to related pages. By contrast, a link to the Lion King page, which links to the Disney page, which links to the MCA page, which links to a music page which links to rap lyrics is not a logical progression of thought. Teachers will have to use their judgment in deciding what links are appropriate. Teachers are responsible for following the links to see if they contain any offensive information.

Classroom Home Pages

Teachers are encouraged to showcase examples of student work, list awards they have received, publish stories or artwork, and collect and point to resources elsewhere on the web.

It is our intent to publish exemplary work. Teachers are encouraged to set standards for published work and not to simply publish anything that a student submits. We suggest that classroom pages:

- Contain some original student work content; stories, artwork, photography, etc.;
- Reflect their students' academic interests by pointing to academic or cultural resources.
- Not contain information relating to teachers' interests outside of school, unless such information is directly relevant to student learning. It is against school policy to publish any commercial materials for any purpose.

Parent Responsibility

Parents' responsibilities include:

- Sign and return permission form to the campus.
- Be aware of school policy and guidelines concerning the web.
- Awareness of their child's activities.
- Interest in their child's ongoing growth and development.

PLEASE NOTE: Material published by you reflects directly on our school. Please carefully check all work to be posted.

Tyler Independent School District
Publications, Video, District Website Consent, Channel 19 TV and Release Agreement

Students who attend school in the Tyler Independent School District are occasionally asked to be a part of school and/or District publicity, publications and/or public relations activities. In order to guarantee student privacy and ensure your agreement for your student to participate, the District asks that you sign this form and return a form to the school for each of your students.

The form referenced below indicates approval for the student's name, picture, art, written work, voice, verbal statements or portraits (video or still) to appear in school publicity or District publications, videos or on the District's website. For example, pictures and articles about school activities may appear in local newspapers or district publications. These pictures and articles may or may not personally identify the student. The pictures and/or videos may be used by the district in subsequent years.

AGREEMENT

Student and Parent/Guardian release to Tyler ISD the student's name, picture, art, written work, voice, verbal statements, portraits (video or still) and consent to their use by TISD.

Tyler ISD agrees that the student's name, picture, art, written work, voice, verbal statements, portraits (video or still) shall only be used for public relations, public information, school or district promotion, publicity, and instruction.

Student and Parent/Guardian understand and agree that:

- No monetary consideration shall be paid;
- Consent and release have been given without coercion or duress;
- This agreement is binding upon heirs and/or future legal representatives;
- The photo, video or student statements may be used in subsequent years.

If the Student and Parent/Guardian wish to rescind this agreement they may do so at any time with written notice.

Parent/Guardian Permission:

PLEASE PUT A CHECK (☐) IN ONE OF THE BOXES BELOW.

___	<u>YES, I grant permission</u> for my student's name, photo or work to be published in TISD Publications, Videos, Channel 19 TV and District Website
___	<u>NO, I do not grant permission</u> for my student's name, photo or work to be published in TISD Publications, Videos, Channel 19 TV and District Website.

Effective Date of Agreement: _____

Student's Name: _____
(Print Name)

(Student's signature if at least 18 years old.)

Parent/Guardian: _____
(Print Name)

(Signature)

*Pursuant to Texas Education Code, Section 26.009(b)(2)
TISD has no control of media use of pictures/statements which are taken without permission.*

Distrito Escolar Independiente de Tyler

Consentimiento para Aparecer en Publicaciones, Programas Grabados (Videos), Lugar en la Red (Website) del Distrito, Canal 19 de Televisión y Acuerdo de Exención

A los alumnos que asisten a la escuela en el Distrito Escolar Independiente de Tyler se les invita ocasionalmente a que sean parte de actividades de publicidad, publicaciones y/o relaciones públicas de la escuela y/o del Distrito. Para poder garantizar la privacidad del alumno y asegurar que el alumno está de acuerdo en participar, el Distrito le pide que firme esta página y la devuelva a la escuela por cada uno de sus niños que sean alumnos.

Lo escrito debajo indica su aprobación para que el nombre, fotografía, trabajos de arte, trabajos escritos, voz, afirmaciones orales o retratos (grabados o en pose), aparezca en la publicidad de la escuela o en publicaciones del Distrito, programas grabados (videos) o en el lugar de la red del Distrito (Website). Por ejemplo, fotos y escritos sobre actividades escolares pueden aparecer en el periódico local o en publicaciones del distrito. Estas fotografías y escritos pueden o no identificar personalmente al alumno. Las fotos y/o los programas grabados (videos) pueden ser usados por el distrito en años subsiguientes.

ACUERDO

El alumno y padre/guardián eximen a Tyler ISD por usar el nombre del alumno, foto, trabajo de arte, trabajo escrito, voz, afirmaciones orales, retratos (grabados o en pose) y dan consentimiento a su uso por TISD.

Tyler ISD está de acuerdo con que el nombre, foto, trabajo de arte, trabajo escrito, voz, afirmaciones orales, retratos (grabados o en pose) serán usados solamente para relaciones públicas, información pública, publicidad de la escuela o del distrito y enseñanza.

El alumno y su padre/guardián entienden y están de acuerdo que:

- Ninguna recompensa monetaria será pagada;
- Consentimiento y exención han sido dados sin coerción o coacción;
- Este acuerdo es obligatorio para herederos y/o representantes legales futuros;
- La foto, programa grabado (video) o afirmaciones orales pueden ser usados en años subsiguientes.

Si el alumno o padre/guardián desea rescindir este acuerdo, puede hacerlo en cualquier momento por medio de un aviso por escrito.

Permiso del padre/guardián:

POR FAVOR MARQUE EN UNA DE LAS CASILLAS (☐) DE ABAJO.

<input type="checkbox"/>	<u>SÍ, doy mi permiso</u> para que el nombre, la foto o el trabajo del alumno sea publicado en publicaciones, programas grabados (videos), canal 19 de televisión y el lugar de la Red (Website) del distrito o de la escuela.
<input type="checkbox"/>	<u>NO, no doy mi permiso</u> para que el nombre, la foto o el trabajo del alumno sea publicado en publicaciones, programas grabados (videos), canal 19 de televisión y el lugar de la Red (Website) del distrito o de la escuela.

Fecha en Vigor del Acuerdo: _____

Nombre del Alumno: _____
(Imprima el nombre)

(Firma del alumno si tiene 18 años de edad o más.)

Padre/Guardián: _____
(Imprima el nombre)

(Firma)

*De acuerdo con el Código de Educación de Texas (Texas Education Code), Sección 26.009(b)(2)
TISD no tiene control del uso por los medios de comunicación de fotos/afirmaciones que sean tomados sin permiso.*

Web Publishing Recommendations

- Use a consistent style on the school's main pages. (Individual departments, grade levels, programs, etc. may vary, but the administrative and general information pages should maintain consistency in look and navigation.)
- Pages should be sized so they will display properly in a variety of screen resolutions. Pages should be previewed and tested at least at "640 x 480", "800 x 600", and "1024 x 768".
- Regular text entries on web pages should be limited to the fonts "Arial" and "Times New Roman" on the PC, or "Helvetica" and "Times" on the Macintosh. Any special fonts should be saved and used as graphics to ensure that they display properly.
- Avoid color schemes or backgrounds that make the information on the page hard to read.
- Colors should be "web safe" as much as possible, so they will display properly in 216 colors.
- Avoid using white text or links (white is difficult to print).
- Graphics should be used judiciously. Photos and other graphics should generally not exceed a total 100k (file size) per page.
- Animated GIF files should be used very sparingly and need to be relatively small. The amount, size, and type of graphics used have the most direct affect on the "load time" of web pages.
- Video and audio files may be used when they are appropriate and are compressed properly. They are generally large files that take long "load times" for the user, and many times require some users (non-district networked machines) to have special plug-ins or viewers/players, in order to view or hear the files.
- Published documents may not include your phone number, street address or box number, or names of other family members; already mentioned
- Documents may not include any information which indicates your physical location at a given time other than attendance at a particular school or participation in school activities; already mentioned
- Documents may not contain objectionable material or point directly or indirectly to objectionable material; already mentioned
- Documents must conform to school board policies and established school guidelines. already mentioned

Graphics

- Avoid overuse of extraneous, decorative graphic elements.
- Avoid very large graphics with many colors.
- Avoid putting multiple large graphics on one page.
- Repeating a graphic element (such as a divider) rather than using different ones each time saves download time.
- Make ABSOLUTELY SURE that graphics copied from other sites are free from copyright restrictions.

Publications may not contain copyrighted material. This means that clip art taken from commercial or entertainment sites such as a movie site or an NBA site may not be included on your pages unless you have obtained specific permission to do so from the copyright holder and if you include this permission on your page.

Your work may not be published on the World Wide Web without written permission from your parents or guardians. The district form for securing permission for publication can be obtained from your teacher. Any work to be published must first be proofread by the teacher and then submitted for publication.

School Web Page

Designated Staff Member Form

Please complete this form and send the completed form through school mail to the District Webmaster for your campus.

School: _____

Date: _____

The following is the designated staff member has the authority and responsibility for reviewing and approving the content of our school web pages as described in the Tyler ISD School Web Page Guidelines

please print

Phone extension: _____

E-mail Address: _____