

	<b>ABERDEEN SCHOOL DISTRICT</b>	<b>NEPN Code: EDCC-R</b>
	<b>POLICIES AND REGULATIONS</b>	

## **SUPPORT SERVICES**

### **DISTRICT WEB PAGE GUIDELINES**

#### **Approval Procedures**

- The webmaster shall have the authority and responsibility to review and post pages to the site. The School District shall develop administrative guidelines for this policy. The Director of Technology shall determine personnel and means for accomplishing these tasks. Personnel shall be trained in the district web page policies and guidelines.
- Publishing web pages on behalf of the Aberdeen School District is a privilege not a right. The Superintendent and/or the Superintendent's designee shall have the ability to veto or remove any content at any time.

#### **Subject Matter**

- All subject matter on the Aberdeen School District web pages as well as associated individual educator's pages and their links must relate to curriculum, instruction, school related activities, general educational information that is appropriate and of interest to others, or it should relate to the School District, or the schools within the district. Web page links may not include entities whose primary purpose is commercial or political advertising, nor may it contain endorsements or preferential treatment on products or political advertising. Concern about the content of any page(s) created by students or staff should be referred to the Director of Technology.

#### **Quality**

- All web pages must be timely, accurate, accessible and well presented, this includes being free of spelling and grammatical errors. Documents may not contain any obvious or hidden objectionable material or to such objectionable material. Objectionable material is defined as material that does not meet the standards for instructional resources specified in District policies.

#### **Technical Standards**

In the interest of maintaining a consistent identity, professional appearance, and ease of use and maintenance, the following technical standards are established for all Aberdeen School District web pages. Each web page associated with the Aberdeen School District must contain certain common elements:

- Care will be used to avoid creating extensive files with tiled backgrounds, large graphics, or unusual or dark color combinations.
- The staff member who is publishing a final web page(s) for herself or himself, or for a student, will edit and test the page(s) for accuracy of links, cross browser compatibility and check for conformance with standards outlined in this policy. In addition, the staff member will assume responsibility for updating the links as needed.
- All web pages must be given names that clearly identify them. The names of all files shall relate to the documents' contents.
- Pages may not contain links to other pages that are not yet completed. If further pages are anticipated but not yet developed, the text that will provide the link should be included but may not be made live until the linked page is actually in place.

- All graphics should be in appropriate format and resolution. The district web server may include sound or video after consultation with the Webmaster.
- All web pages for the Aberdeen School District will be located on the state server. Any teacher web pages must reside on the state server.
- Final decisions regarding access to the District web page for editing content or organization will rest with the Superintendent or the Director of Technology.
- The Webmaster will be responsible for coordinating the school's web pages and determining the directory structure. Staff members approved for access will be given access passwords by the Director of Technology or his/her designee.
- The District will develop additional consistency standards as the need arises.

**Ownership and Retention**

- The web site, its content and all web pages created by students and employees located on the District's server(s) are the property of the Aberdeen School District, shall remain the property of the Aberdeen School District and may not be sold, transferred, licensed, leased, or otherwise distributed outside of the Aberdeen School District without the Superintendent's approval.
- A full backup copy of the district web site will be maintained by BIT in Madison, SD.
- Students and employees must secure the necessary consents, releases and licenses for the use of content, including text, pictures, audio, video, logos and copy distribution, display, performance over the worldwide web and to create derivative works.

**Student Safeguards**

- Web page documents may include only the student's first name.
- Documents may not include a student's phone number, address, last names of other family members, or last names of friends.
- Photographic images of students may be published without student names.
- Submissions of student work for publication shall require permission of the student and parent or guardian.

**Staff Safeguards**

- Documents may not include a staff member's home address or phone number.
- Published e-mail addresses shall be restricted to those of staff members. Images of a staff member may be published only with consent of the staff member.

I have read and understand this policy and will comply with it. Additionally, I understand that if I violate the policy, I am subject to Aberdeen School District discipline and could be subject to local, state and federal punishments.

Date	Employee Signature
Date	Supervisor's Signature

**DISTRICT POLICY REFERENCES**

- Confidentiality of Information JLDAA
- Copyright Policy EDCB
- District Web Page Design Policy EDCC

**ADOPTED:** March 10, 2003  
**REVISED:** April 23, 2007  
**REVISED:** March 25, 2013  
**REVISED:** March 29, 2016