

## **Wadsworth City Schools (WCS) Web Publishing Policy**

### **Introduction**

The Internet provides opportunity for nearly instantaneous communication across international, political, and social boundaries. As such it plays an increasing role in student education and understanding the world in which we live. Having a quality web presence creates the opportunity to impact the student learning experience. This opportunity comes with responsibility. This document is written to help realize our goals and define this responsibility.

### **Goals for Establishing a Web Presence**

1. To create an effective communication tool to serve students, staff, parents and community.
2. To serve as a link to educational resources for students and staff.
3. To be a source of school pride.

### ***Web Page Developer***

1. *A Web Page Developer is defined as the person or persons who create and/or provide content for WCS web pages or the pages for ancillary groups in the name of WCS or its organizations.*
2. *The Building Administrator is responsible for their respective building's web page content and therefore will approve all staff and/or designees who will develop web pages.*
3. *Content discussion between the Web Page Developer and Building Administrator or designee shall precede new web page development or content extension beyond what is has been deemed normal and customary.*

### **Acceptable Posting Criteria**

1. All material posted to the WCS website shall
  - a. Be appropriate as related to the Goals of WCS Web Publishing Policy.
  - b. Project a positive image of the WCS district.
  - c. Protect the safety of students, staff and the WCS community.
  - d. Meet the Standards for Web Pages as outlined in this document.
2. WCS Community Privacy and Safety
  - a. Web page documents may not include any information that indicates the physical location of a student or staff member at any given time outside the normal school day parameter.
  - b. Student names will not be included on any WCS web page.
  - c. Web pages shall not include student or staff home phone numbers, addresses or names of other family members or friends.
3. Copyright Laws
  - a. Web Page Developers must adhere to all copyright laws (Copyright and Educational Fair Use <http://www.uky.edu/FACTSCenter/fairuse>).
  - b. Plagiarism in any form is not permitted.
  - c. Intellectual Property of students and staff shall not be published unless prior approval is obtained.

## Standards for Web Page Development

### 1. Content Standards

- a. All subject matter and their links must relate to curriculum and instruction, school-authorized activities, or information about the school.
- b. Commercial web pages should not be linked to school pages unless that link provides access to educationally relevant information.
- c. External links must be appropriate for a school audience.
- d. The Main Web Page for a building should:
  - i. Include the school's picture
  - ii. Include the school's postal address, phone number, and an e-mail address of the Building Web Manager.
  - iii. Contain a link back to WCS Home Page.
  - iv. *The Building Administrator will approve all links to sites outside the district.*
  - v. *Organizations that are inherently a part of WCS will not be hosted externally.*
  - vi. *Web pages for Ancillary groups such as booster clubs or the WHYS can be hosted on external websites and will be linked from the schools' or hosting organizations' WCS web page. The content on this site must be approved by the WCS administrator.*
  - vii. Be written assuming the audience includes:
    1. Students needing to locate resources quickly
    2. Students, parents, and local community interested in internal curricular resources, student products, and school information
    3. Visitors seeking information about the school and its activities

### 2. Quality and Consistency Standards

- a. Excellence in design and function is encouraged.
- b. Accuracy is expected. Correct spelling, punctuation, grammar, dates, times, and locations are vital to facilitate communication and project a professional image for the District. Pages displaying student work should show accuracy and appropriate for that age and skill level.
- c. Information on pages should be updated in a timely manner. Date of modification or creation should be listed.
- d. External and internal links should be checked regularly (for functionality and appropriate content) and updated or removed as needed.
- e. There must be a link at the bottom of the web page that returns the user to the appropriate point(s) in the District web pages.

### Agreement:

I have read the WCS Web Publishing Policy and agree to comply with its terms. I understand that access to the District's web server is a privilege, which may be withdrawn in the event of noncompliance with the above Policy. *I further agree to immediately remove or adjust the site or content at the request of the WCS administrator.*

---

Web Developer's Signature

---

Building Principal's Signature