



WEB PAGES/WEB SITE GUIDELINES

January 2005

The West Windsor-Plainsboro Regional School District understands the growing importance for communication via the Internet. In an effort to become more inclusive of those wishing to use the Internet to communicate with various stakeholders, the district welcomes the addition of linked pages to its district web site.

The West Windsor-Plainsboro Regional School District encourages faculty, staff, students, coaches, and parents to contribute web pages, which would operate fully independently of the district yet would be approved and reviewed on a periodic basis by the Department of Technology. The following presents the West Windsor-Plainsboro Regional School District's guidelines to help all users understand the district's rules regarding the creation, publication, and maintenance of web pages.

Establishing a Web Presence

There are two avenues to creating a web presence linked to the West Windsor-Plainsboro Regional School District web site.

- Web pages that are created by students, staff, organizations, or school-sponsored activities can request a link to the district web site. This request should be submitted in writing to the director of Technology and the public information officer. The director of Technology will review the web pages and contact the requesting individual(s) with a decision. Approved pages will be linked to the district web site, and links back to the West Windsor-Plainsboro Regional School District's web site must be visible and working at all times.
- All staff members that wish to create a web page should consult with building Technology specialists and the director of technology. The director of Technology or the public information officer will advise principals and administrators of new pages placed on district servers that pertain to their school or department.

Subject Matter

- All subject matter on district web pages must relate to curriculum, instruction, district-authorized activities, events, clubs, or Athletics, and/or general school information that is appropriate and of interest to residents of Plainsboro Township and West Windsor Township.
- All teacher web pages must contain: school contact information (including work telephone), course content overview and/or a link to course syllabus, and classroom rules. Recommended content includes: educational philosophy, professional background, homework assignments, class calendar, exemplars of student work,

activities, and achievements (with proper notification), and links to enrichment and appropriate educational resources

Responsibilities

- All web pages linked to the West Windsor-Plainsboro Regional School District web site will be reviewed by the director of Technology and the public information officer.
- Web pages that are not updated and maintained will be removed from the district web site. Staff pages must be updated and maintained while the individual is employed by the school district; staff web pages will be deleted when the staff member no longer is employed by the school district. All staff or student web pages will be removed from the fileservers if they are inaccurate.
- The West Windsor-Plainsboro Regional School District has the right to remove all web pages that do not meet district standards.
- The ability to create web pages and to post to district servers will be available to staff and to those individuals or groups associated with school-related programs. The Technology Department will provide additional information for the specific creation of web pages upon written request.
- Accuracy and content appropriateness of web pages are the responsibilities of those creating the pages. If clarifications or corrections are necessary, those responsible for the pages must attend to the issue at hand. If a web page creator is unsure of the acceptability of page contents, the Technology Department or public information officer should be consulted. Copies of all pages on a web site must be submitted to the Technology Department and updates or newly created material must be submitted to the Technology Department when posted.
- All web pages must adhere to current copyright law. If there is uncertainty about copyright infringement for any material, request permission from the holder of the work(s). All linked materials or cited works must follow copyright law. Contact the director of Technology or the public information officer with any copyright-related questions.

Content Standards

- All web page work must be free of spelling and grammatical errors.
- Web pages and documents may not contain objectionable material or link to objectionable material.
- All web pages should be informative, accurate, and up to date.
- All web pages should be dated.
- All pages should exhibit careful planning and be attractive and be consistent with the entire district web site.
- Webmasters must seek approval to place student pictures or student identifiers on the web page. Student identifiers include name, address, and telephone number. Web page documents may not contain the following information without express written

permission: staff addresses, telephone numbers, student and staff social security information. Pictures of staff can only be posted with their express consent.

- Information on the web pages shall not, at any time, indicate the physical location of students or staff other than if the student or staff member is involved in a school activity and on school district property.
- Pictures and graphics included on web pages should not dramatically hinder the loading of the web page. Pictures should not be larger than 600 x 400 pixels and most photographs should be smaller. Graphic files should be JPEF or GIF format.
- All hyperlinks must be checked for accuracy.
- All web pages must contain the appropriate titles in the html coding. This is for quality of display in the browser as well as for correct indexing by search engines.
- All pages and sites will be linked to the district web site, and links back to the district's web site must be visible and working at all times.
- All web pages containing external links must contain the phrase "The West Windsor-Plainsboro Regional School District is not responsible for external content of web sites. Please contact the webmaster, the director of Technology, or your computer facilitator if any inappropriate links are found."

Web Site Approval

- Teacher web pages would be linked on the teacher's school web page.
- Sites and web pages of school-sponsored athletics would be linked on the ATHLETICS section of www.ww-p.org or on the school web page.
- Sites and web pages of school-sponsored activities and clubs would be linked on the VISITOR'S GUIDE section of www.ww-p.org.
- School-sponsored activities, clubs, and athletics can seek to have the following statement listed on the web site: "**Officially recognized by the West Windsor-Plainsboro Regional School District.**" This statement will be added after approval by the director of technology and the superintendent of schools.
- Questions should be directed to the director of Technology.