

TECHNICAL STANDARDS FOR PARKVIEW WEB PAGES

1. Web pages created for publication on the District's Web site shall be approved by the District Webmaster before being placed on the District's Web site. Designers of the Web pages must adhere to all rules, regulations and obligations regarding Web page publication. Failure to comply may result in the created pages not being uploaded.
2. The Webmaster, with input from Administration, is responsible for Web page monitoring and approval to ensure compliance with content standards. Published Web pages will follow District policies regarding copyright and nondiscrimination and will not contain offensive material.
 - a. All subject matter on web pages published on the District Web site should be related to curriculum, instruction, school authorized activities or contain community information. Any content posted to the Web should relate to the District or the schools within the District.
 - b. No text, image, movie, video or sound that contains pornography, profanity, obscenity or language that offends or degrades others or links to such material will be permitted.
 - c. Pages to which the District provides links must not have any intent of commercial gain.
 - d. Any material, graphical or text that is copyrighted to someone else cannot be used unless written permission has been obtained from its owner. The original permission should be housed in the school building or department that obtained the permission. A copy of such written permission should be given to the District Webmaster when the Web pages are submitted for inclusion in the District's Web pages.
 - e. Web work must be free of spelling and grammatical errors.
 - f. Questions regarding the quality or propriety of Web page material, appearance or content are the responsibility of the Administration.
3. Student Safeguards are covered in Policy 363.2 – Student Access to Technology Resources.
4. Personal homepages, or links to home pages of other individuals or organizations not directly governed by District policies, shall not be published as part of the District's Web site. Staff/Department pages, student work or reference links may be published if they relate to a class project, course or other school related activity.
5. All documents shall be created in HTML, PDF or other appropriate formats so the file is in Standard ASCII format and transmittable via FTP or other medium. The bottom of each Web page shall include:
 - a. A link that returns the user to an appropriate page in the District Web site.
 - b. The name of the person(s) who created that page. Student names may be indicated by full name and year in school with parent permission. Staff names will be indicated by at least last name i.e. Mrs. Brown or Mrs. Susan Brown.
 - c. The last update to that page.
 - d. Webmaster e-mail link.

- e. Copyright and “All rights reserved” information.

Example:

HOME

Page created by Mark (2010)

Updated March 2, 2011

E-mail Webmaster: jsingstock@email.parkivew.k12.wi.us

Copyright © 1999 - 2011, Parkview School District

All Rights Reserved

- 6. All graphical images, including icons, photos, etc., shall be in gif or jpg format and shall be no larger than 60K for ease and speed when downloading. Multimedia movie files or videos, in any format, shall not exceed 50mb in size.
- 7. Technology changes quickly. It may require that the technical standards outlined in this rule could require modifications during the school year. Such changes will be made by the Webmaster with approval of the Administration.

WEBSITE STANDARDS CHECKLIST

Author _____ Website Title _____

No. of pages _____ Reviewer _____ Review Date _____

_____ First Posting _____ Update

Review Parkview Website Standards	Notify Webmaster of intent to create pages/site	Construct Web page(s)	Have site checked for compliance with PHS website standards (see below)	Present completed form and website to WebMaster using labeled disk or e-mail.
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MUST HAVE LIST

Check each item for your web site.

At Bottom of Each page	Functionality	Safeguards	Appearance
<input type="checkbox"/> A link that returns user to an appropriate page in the District Web site.	<input type="checkbox"/> All links work correctly, i.e. No broken links.	<input type="checkbox"/> Student work is clearly identified and posted with disclaimer and only if parental permission has been granted.	<input type="checkbox"/> Content uses proper spelling and grammar
<input type="checkbox"/> The name of the person(s) who created the page.	<input type="checkbox"/> Interactive forms are not used unless approved by WebMaster.	<input type="checkbox"/> Students are not identified in group or individual photos except by first name and graduation year and with parent permission	<input type="checkbox"/> The page does not have excessive use of graphics, frames, large graphic, video or sound files or tiled backgrounds that are too busy
<input type="checkbox"/> The last update to the page	<input type="checkbox"/> Acceptable formats (htm, html, gif, jpg, avi, wav) are used.	<input type="checkbox"/> Copyright material has appropriate permission(s).	<input type="checkbox"/> "Under construction" pages are not used
<input type="checkbox"/> WebMaster email link to allow users to comment about the page.	<input type="checkbox"/> Pages work with Internet Explorer, Chrome, Safari and Mozilla Firefox.	<input type="checkbox"/> No confidential or personal information about a student is used. (phone, email, family members address)	<input type="checkbox"/> File names of images, pages etc. should clearly identify the item. Use cat.gif not m3452ws.gif
<input type="checkbox"/> Copyright and "All rights reserved" information Example: <i>Copyright © 1999 - 2011, Parkview School District All rights reserved</i>	<input type="checkbox"/> Graphics are under 60k and multimedia files are under 50mb.	<input type="checkbox"/> Full name may be used with student work and articles about students depending on parental permission	<input type="checkbox"/> Appropriate name in title bar of window using (HTML tag of <TITLE>)
	<input type="checkbox"/> Text file names are lower case and use extensions of only .htm or .html	<input type="checkbox"/> No links to personal web sites of students or staff.	<input type="checkbox"/> Content of page complies with Parkview District standards

APPROVED: October 25, 1999
 July 14, 2003
 October 17, 2011
 MAY 18, 2015