

WEBSITE DEVELOPMENT

The World Wide Web provides an invaluable tool for the system and schools to communicate with a range of audiences. Our website is a public relations and communication tool in many ways. It serves to

- Inform parents, students and others of the activities that take place in Columbia County School System.
- Promote the school system and the services it provides for all students.
- Provide information to the community about their investment in education.
- Promote the accomplishments and activities of the teachers, coaches, staff and students of Columbia County School System.
- Provide a communication vehicle between the classroom, school and home.

It is important that the style and content of our system website, school websites, and teacher websites speak well for the school and district.

WEB PUBLISHING GUIDELINES

Each school should appoint a school web publisher with the following qualities: problem solving skills, good communication skills among all levels, and confident in the use of technology. In addition to keeping the school website current, the school web publisher may also be responsible for approving teacher web pages using system provided software. Web pages must adhere to content and technical standards. Such standards are not intended to discourage creativity or to facilitate inappropriate censorship, but exist as recommended in the publication *"Weaving a Secure Web around Education: A Guide to Technical Standards and Security,"* produced by the U.S. Department of Education Institute of Education Sciences. These standards apply to both "official" and "unofficial" web pages as described below:

"Official" web pages: Web pages maintained on district server and created using NOVUSEDU software.

"Unofficial" web pages: Web pages created using other web creation software and/or stored on non-servers.

CONTENT STANDARDS

- Content must relate to curriculum and instruction, school-authorized activities, or information about the school/teacher goals.
- All web pages must be grammatically correct with no spelling errors.
- No unlawful copies of copyrighted material may be placed on the web server.
- All communication via the district web page must not contain offensive content. This includes but is not limited to, religious, racial and sexual harassment, violence, and profanity.

TECHNICAL STANDARDS

- A school web site must include a link that returns the user to the district website.
- A teacher website must include email/voicemail and best time to contact, and a link that returns the user to the school website.

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- On any home page, there must be an opportunity to provide feedback by creating an email link to the school web publisher/PR liaison, or principal.
- All other links that do not support curriculum and instruction, such as links to fundraising sites, and personal sites are not permitted. A list of School Partners or Partners in Education is permitted.
- Web pages should be maintained with current and accurate information. At the end of the school year, files not needed should be deleted.

All material posted to the Columbia County Schools website must adhere to all provisions set forth in the Network Responsibility Agreement. If teachers create and/or maintain web pages, they must be logged into the network with their own user id and password. Under the Family Educational Rights and Privacy Act (FERPA) the confidentiality of student records is protected whether records are paper documents or electronic files.

ADOPTED: 03/14/98

REVISED: 08/07/00, 01/22/02, 03/11/02, 10/14/02, 7/29/03, 3/8/04, 4/19/04, 07/06/04, 09/28/04, 5/22/06

Columbia County Board of Education