

Specifications for Publishing Web Pages on District Web Servers

Protocol/Responsibility

- Each school is responsible for the development and updates of their pages. Educational Technology offers training resources for designated staff members.
- It is encouraged that the principal designates a website committee. This committee may be made up of administrators, teachers, paraprofessionals, parents, community members, and students. The chairman should be the campus Web Coordinator.
- Each school is responsible for acquiring the SBISD Publications, Video, Internet Consent and Release Agreement prior to posting any student's name, picture, art, written work, voice, verbal statements or portraits (video or still) on the school's web pages. This form must be signed by the parents and filed at the campus. This form is available at <http://www.springbranchisd.com/instruc/elec-data.htm>.
- Upon written approval (e-mail acceptable) by building principal or the campus Web Coordinator, the Web page files will be posted to the District Web server via the Web Transfer folder by the Technology Services department. At no time will files be posted that are submitted directly by students.

*Designated staff member – District employee such as an administrator, a teacher, or paraprofessional. The designated staff member must be identified and approved in writing by the building principal.

Requirements

- Web pages that contain time-sensitive information, such as calendars, school events, and staff information, must be updated monthly to ensure current, accurate information.
- For those not publishing directly, the webmaster will post web page files when added to the Web Transfer Server and Multimedia is notified.
- Web pages must be checked monthly to make sure that all links work correctly.
- All Web pages must have a title (which appears on the Web browser's title bar).
- Each school's main homepage must include the school's name, address, phone number, a link to Spring Branch ISD, the SBISD brand and the campus SBISD e-mail address.
- Each page must (at minimum) contain a link back to the previous level in the school's site, and a link to the site's main navigational page.
- The Spring Branch Independent School District web servers are for educational use only. Contents of the site should give information and promote school activities (PTA, classes, staff, departments, sports, school projects, calendars, volunteering opportunities, etc.)
- External Links (Links to sites and content that is not hosted on an official Spring Branch ISD Web server)
 - Commercial Links
Certain fundraising information and links may be allowed, such as "shopfor-school.com" or "marketday.com". These company links should have approval District-wide. All other commercials, commercial transactions, or advertisements are prohibited on school pages.
 - Education Links
 - Elementary: External links should be discouraged on elementary school pages. This is largely due to the fact that the Curriculum and other departments actively research and provide sites that support and enrich curriculum through the District's instructional Web resources.
 - Secondary: External links should be allowed as approved by the building principal.

Appendix D Specifications for Publishing Web Pages on District Web Servers

Note: In all cases where an "external link" (link to a site or content that is not hosted on an official Spring Branch ISD Web server), is used on a school's Web site, the following disclaimer statement must be present on the school's main navigation page: Spring Branch ISD is not responsible for contents on external sites or servers.

- All official school and District sites must be hosted on Spring Branch ISD web servers.
- Teachers may post personal classroom pages with their school's Web site following the same protocol and guidelines presented in this document.
- Files hosted on the Spring Branch ISD Web server(s) and hyperlinks from these files should not contain information that is in violation of (or promotes the violation of) any district policy or regulation nor any local, state, or federal regulation or law.
- Staff member e-mail addresses are posted at <http://fmp.springbranchisd.com/email/>.
- The following student information is generally acceptable to include, if parent(s) have given permission/consent to use it per District release form, on a school's Web page.
 - Elementary students: Student's picture or work with first name, or first name and last initial only.
 - Secondary students: Student's picture or work with first and last name, or first name and last initial, or first name.

No other personal information about a student is allowed, such as e-mail address, phone number, or home address.

- Unauthorized use of copyrighted material is prohibited. Giving credit (Web address or active link) to a company that has created a graphic, design, etc., for a school page may be allowed, unless the District filtering system blocks the site.
- If a school wants a Web page counter on its site, it must be an "invisible" counter type only.
- Prohibited items include:
 - Personal information about staff and parent volunteers: non-District e-mail addresses, non-District mailing address, and non-District phone numbers except as approved by the building principal. Example: PTSO/PTA/Booster Organization officer/contact requests to have their personal e-mail address listed in the appropriate area on the school's page(s) and principal approves the request. Note: Pictures and names of staff and parent volunteers will be allowed with principal's approval.
 - Student personal contact information of any kind.
 - Links to staff, volunteer, or student personal home pages.
 - Guest books, chat areas, message boards, or similar.
 - Links to sites that are not accessible inside the network (through the filtering system).

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Web Publishing Recommendations

- The following information should be included on school pages: welcome from the principal, general information about the school (namesake, history, when the school opened, last renovation, etc.), event information (calendar, upcoming meetings, special programs, days off, early release days, etc.), information about the PTA or PTO (officers and board members with phone numbers so that newcomers can access them; events, programs, and volunteer opportunities), pertinent information from student and parent handbooks (policies and procedures on attendance, discipline, tardies, etc.), copy of school newsletter, link to attendance area information, link to test score information, recognition of students and teachers, parenting information to help parents tutor or assist their children, and fundraising activities.
- Events should be posted on the SBISD District Calendar of Events found at <http://mp.springbranchisd.com/calendar/>. This may be in place of a calendar page on the school site.
- Use a consistent style on the school's main pages. (Individual departments, grade levels, programs, etc., may vary, but the administrative and general information pages should maintain consistency in look and navigation.)
- Schools should place a link to the District's Curriculum home page. The link can be placed on any of the school's pages as desired, but should be present on all "grade level" or "classroom" type pages. The address to use is <http://www.springbranchisd.com/instruc/ci/ci.htm>
- Pages should be sized so they will display properly in a variety of screen resolutions. Pages should be previewed and tested at least at "640 x 480," "800 x 600," and "1024 x 768." The industry standard for design is still 800 X 600.
- Regular text entries on Web pages should be limited to the fonts "Arial" and "Times New Roman" on the PC, or "Helvetica" and "Times" on the Macintosh. Any special fonts should be saved and used as graphics to ensure that they display properly.
- Avoid color schemes or backgrounds that make the information on the page hard to read.
- Colors should be "Web safe" as much as possible, so they will display properly in 216 colors.
- Graphics should be used judiciously. Photos and other graphics should generally not exceed a total 100k (file size) per page.
- Animated GIF files should be used very sparingly and need to be relatively small. The amount, size, and type of graphics used have the most direct affect on the "load time" of Web pages.
- Video and audio files may be used when they are appropriate and are compressed properly. They are generally large files that take long "load times" for the user, and many times require some users (non-District networked machines) to have special plug-ins or viewers/players, in order to view or hear the files. Video streaming is possible with the District Streaming Server. Contact Technology Services for details.

Web Technologies Supported on District Server(s)

- The District Web server does not support "cgi" script or "php" pages.
- The District Web server does not support Microsoft FrontPage Extensions.
- All District-networked computers utilize Java capable browsers. Currently, the District supported browser is Internet Explorer.

Direct Publishing (***.springbranchisd.com) on Sub-domains

In an effort to centralize district servers, **new campus web servers will no longer be allowed**. Campus domains and direct posting for campus websites are now possible using new procedures. Existing campus servers will be eventually phased out and sites relocated to the central server.

Whether pages are on a local server or the district central server, a campus or department must still meet the minimum standards and guidelines as established by Spring Branch ISD.

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- All criteria within the General Information section above apply.
- A page is edited by a chosen editor for grammar and spelling.
- The page must be approved for content, spelling, & grammar by the campus principal, administrative department head or designee. Principals, department heads and designees are responsible for accuracy and appropriateness of information.
- The web page is then given to the Web Coordinator for publication. The Web Coordinator will also proof and be sure the pages are in keeping with district practices in regard to content, links and copyrights.
- It is highly suggested that sites first be edited on a local computer, and then published to the server. Live editing on the server is discouraged, as it prevents the Web Coordinator from keeping a local backup copy.
- The Web Coordinator will contact Technology Services to activate the link from the district site to the campus site if that is required.
- The website will be reviewed periodically by Technology Services to insure district requirements for website publication are met.
- You must notify the Executive Administrator of Communications and Technology Services when performing major modifications
- The principal and web coordinator are required to complete the following forms and attend training from ITTC before posting to a new sub-domain is allowed.

For more information on campus publishing to a direct sub-domain, the Web Coordinator or principal may contact Tim Stanley at ITV.

Publishing with the Web Transfer Server

The web page is then given to the webmaster for publication via the web transfer server. When requested, the webmaster may also proof both copy and code to be sure the pages are in keeping with district practices in regard to content, links, copyright adorns and code viability - when feasible. *However, all content remains the responsibility of the principal or department administrator and their web coordinator.*