

Paradise Valley Unified School District

School Web Page Specifications

Purpose —

Employees and students of the Paradise Valley Unified School District (PVUSD) are invited to create Websites to publish on the World Wide Web. These Websites must reflect the professional image of the PVUSD, its employees and students. The content of all pages must be consistent with the PVUSD's mission statement of academic excellence.

The purpose of every district-related Web site is to educate, inform and communicate. The key elements listed below should be used to guide the development of every Web site and page:

Educate: Content provided in the Web site should be usable by students and teachers to support the curriculum and goals of the PVUSD.

Inform: Content may inform the community about the school, teachers, students or departments, including information about curriculum, events, class projects, student activities and departmental policies.

Communicate: Content may provide an avenue to communicate with the community.

- All links included on the page must also meet the above criteria.
- Under no circumstances is a Web site to be used for commercial purposes. A page may not be used to provide financial gains for any individual or group.
- Pages should reflect an understanding that both internal and external audiences will be viewing the information.
- School Websites should be located on Paradise Valley School District servers. All school Websites and subsequent updates need to be approved by the principal prior to posting on the server.

Web site Content Guidelines

These guidelines will apply to all Web pages created for the purposes above and reside on the PVUSD servers and/or are linked to the PVUSD Home Page, whether created by schools, departments, district staff, students or other persons.

The main page of site should:

- Include school name, address and phone number
- Include the official logotype of the district. The graphic is available in the PR Department's ConnectMe conference, in the Webmaster's folder.
- Identify the site Webmaster and provide an e-mail address to contact the person responsible for site
- Include a date when the page was last updated or modified
- A disclaimer when visitors leave the district servers (see separate section)
- Contain a link to the District Web site

Organization and Site structure:

- Design a well-organized Web site. The overall plan or file structure should be a balanced hierarchical tree that provides quick access to information and helps the user understand how the information is organized. It is recommended that a storyboard be used to plan the Web site.
- Design each page with your audience and goal in mind.
- Repeat basic page format, e.g. use the same background, locate navigation tools in the same place on the page, have consistent link appearance, and have consistent font size and typestyles. Be consistent on all pages.
- Title bar should include the school name and city, state in the <title> tag of each HTML document.
- Limit page length. Keep the HTML documents as small as possible.
- The Web site may include areas such as staff information, student projects, calendar, parent information, school information and mission statement, community, technology plan and geographical information.

Keep your Web site current

- Pages should be checked regularly to ensure that links are working and meet district standards. Check to make sure all internal and external links work properly
- Remove expired date-related items
- Maintain your files, remove unneeded files

Grammar and Spelling

- All pages should be grammatically correct
- All words should be spelled correctly. Web page content should be spell-checked prior to posting.

Navigation Tools

All pages should include a “back to main menu / home” link to Web site index page

Backgrounds

- Keep backgrounds simple. Select backgrounds that make text easy to read.
- Keep background tiles, if used, small in file size
- Use the appropriate file type for images (i.e. JPEGs, GIFs, PNGs)
- Reuse background images (pages will reload quicker and the user will be able to view your pages with ease)
- Do not use a background to convey information

Copyrights

All Web site authors must follow all applicable and existing copyright laws pertaining to the use of text, images and sounds.

Disclaimer

The following disclaimer should be used on your Web site when a link exists to a site that does not reside on the District server to advise the user that once they leave school district pages, they may encounter inappropriate material:

*“You are about to leave **(name of school)** Website and the district server. The Paradise Valley Unified School District has no responsibility for the content beyond this point”*

***(Optional)** “Because the Internet is a highly volatile place and any linked Web pages may change after creation of this link, be aware you may encounter information or images that are objectionable and not in our control. Proceed at your own risk.”*

Links to personal Websites

No links to student or staff Websites outside of District servers are allowed on a school’s Website unless they are part of a prescribed curriculum and approved by the principal.

Use of student names, pictures, and original work on Websites

Great care should be exercised in the use of photographs of students, names of students and displaying original work of students on Websites. In addition, specific information detailing dates, times and locations of field trips should not be posted. The Paradise Valley Unified School District guidelines are as follows:

Grades K-12

The following information may be placed on the Internet only after an appropriate release form has been signed by the parent or guardian.*

- Students’ *first* and *last* names
- Original work by students such as: art work, poetry, essays, performances, etc
- Photographs of identifiable students

**This release information can be found on the Student Emergency Card that should be on file at the school for each student. Permission to use student photograph and/or name is deemed granted if there is no response to the release section on the signed Student Emergency Card.*

Staff

Names and photos of identifiable staff may be placed on the Internet unless an employee has requested that it not be made public by contacting a site administrator.*

Staff e-mail addresses may be posted on the school Websites only with the approval of a site administrator.

**A form for this purpose follows this document.*

Paradise Valley Unified School District
School Web Page Request Form —
Employee

Please complete and sign the following request form and give it to your site administrator.

I request that my first and last name and identifiable pictures of me not be included on school/district Web pages.

Employee Name: _____

School / Department: _____

Employee Signature: _____

Date: _____