Blackfoot School District
Web Page Guidelines

Web Site Content

The purpose of District sponsored web sites is twofold: (1) to make parents, students, and the community aware of school, classroom, and student activities, and (2) to foster communication among those groups. To this end, all District web sites must include the information outlined in the following sections.

For Schools

Required

- Contact information (including email addresses) for the school, Principal, administrative staff and all teachers.
- Mission, philosophy and achievements of the school.
- Departmental and organizational information.
- School year calendar that includes all significant school events – must use district calendar.
- Links to each teacher's individual web site and email, when developed.
- School Web Coordinator (SWC) contact (email).
- Last updated date.
- A link to the District site.
- A link to the District Computer and Network Acceptable Use Policy and Agreement
- A link to the Idaho State Department of Education Curriculum Standards.

Recommended

- Extra-curricular activities sponsored by the school.
- Student work, activities, and achievements.
- Courses offered, including course content.
- Newsletter or school newspaper.
- Other information deemed appropriate by the Principal.
- Links to Community Resources.

Evaluation Checklist

All subject matter on web pages must relate to curriculum, instruction, school activities, or general information that is relevant and appropriate. **Web pages for individuals or organizations not directly affiliated with the District are not allowed.**
Student work may be published when it relates to a class project, course, or other school-related activity. **No** personal information, such as home phone numbers, addresses, e-mail addresses, or personal web sites should be included for any student. Student's first names may only be used for grades 7-12 and only with a signed Parent/Guardian Consent Form.

Links in web pages must be curriculum-related and appropriate for the audience. Links to business partners may **not** be included, **no District or school web page may include content or links to sites whose primary purpose is commercial or political advertising. Advertising on District, school, or teacher web pages is prohibited.**

Technical Standards

All school web pages will reside on the District Web Server. The District has established directory names and structure. The District Webmaster can answer any questions about directory structure. **Only the School Web Coordinator is authorized to copy web page content to the District server. School Web Coordinators (SWC) must not share their District web server password.**

Web Site Supervision

Principals are responsible for their school and teacher web sites. Due to the dynamic nature of the web, it is not feasible for Principals to pre-approve every alteration or addition to the school web site. The School Web Coordinator (SWC) or teacher should make content decisions. However, the Principal should make it a common practice to browse all pages in the site routinely. It is the responsibility of the Principal to ensure the web sites follow all policies and procedures of The Blackfoot School District and that the school and teacher web pages are complete, current in content, and fully functional.

Publishing Student Information on the Web

In order to ensure the safety of our students, it is important that we follow guidelines concerning the publication of student information on student, staff, department, and school web pages.

All Schools, Departments, and Students:

➢ No home phone numbers, addresses, e-mail addresses, or web sites of students may be published. Student's first names, for grades 7-12, should not be included without a signed Parent/Guardian Consent Form. Grades K-6 may **not** have names published.
➢ Content of the web page(s) must comply with the Blackfoot School District Computer and Network Acceptable Use Policy.
➢ Links to student web pages are **not** permitted.
➢ Should any student or staff member fail to abide by the Internet Guidelines of the Blackfoot School District or the Computer and Network Acceptable Use Policy, he/she may face disciplinary action.

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Elementary Students (K-6):

➢ **No** individual elementary student photographs, first or last names, addresses, or e-mail addresses may be published. Group photographs only are permitted upon receiving Parent/Guardian Consent Form.

Middle Level and High School Students (7-12):

➢ Students may **not** publish their e-mail address, but are required to notify a teacher or other school official immediately if they receive inappropriate e-mail.
➢ Photographs of middle school and high school students may be published only if a parent or guardian has signed a Parent/Guardian Consent form. Signed forms must be kept on file at school/department location.
➢ If a signed Parent/Guardian Consent form is on file, schools may only use students' first names; **no** last names or initials may be used.

Web Page Design Criteria

➢ Maintain a simple, consistent page layout, including positioning of navigational aids throughout documents and document groups.
➢ Use Web Easy 6.
➢ Use large, commonly understood navigation scheme.
➢ Use meaningful terms for hyperlinks.
➢ Provide short, simple and meaningful alternative text for all graphical features.
➢ Keep backgrounds simple and of high contrast to allow easy viewing of content.
➢ Avoid low contrast color combinations or colors that may not be recognized by lower resolution screens.
➢ Provide transcripts, descriptions or subtitles for video and audio files to assist people with visual and hearing disabilities.
➢ Test pages on a variety of web browsers (at least Safari, Fire Fox and Internet Explorer) and at a variety of screen resolutions.
➢ Test pages on small screens to ensure the page does not bleed off the screen.
➢ Design the page so the user does not have to scroll from left to right to see the entire page.

Material appropriate for placement on the Blackfoot School District Web site includes information about the District, department activities or services, schools, teachers or classes, student projects, and student extracurricular organizations. Educational resources for staff, students, and the community may also be published online. Personal information, not related to education, will not be allowed on the Blackfoot School District Web site. All content published via the Blackfoot School District network must comply with the following:

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1. All publications must comply with all state, federal, and international laws concerning copyright, intellectual property rights, and legal uses of network computers.
2. All publications must comply with the Board policies, administrative regulations, these Web Publishing Guidelines, and other District guidelines provided for specific levels of publishing.
3. All District web publications will reside primarily on the District's network servers.
4. The Blackfoot School District makes every effort to insure that all links are operational; all information is accurate, appropriate, and of high quality. The District expects that standards be met. The viability of links that are not created through our District cannot be guaranteed.
5. Publishing Expectations:
   a. All District web pages should meet goals of high quality in both style and presentation.
   b. Correct grammar and spelling are expected. All information must be verifiable.
   c. Publications should be high quality and designed for clarity and readability.
   d. Publications must include a statement of copyright when appropriate and indicate that permission has been secured when including copyrighted materials.
   e. Publications on the District web site must identify affiliation with the Blackfoot School District, and should link back to the main (default.htm) page from the front page of any school or department's main pages.
   f. Relevant referencing dates are required on all publications.
   g. All publications must include the District email address of the adult maintaining the page. If a student is the publisher, the sponsoring staff member's email must be included as the responsible person. **No** student email addresses, whether a personal or district account, may be listed on any web page. Only Blackfoot School District staff members may act as student sponsors.
   h. Commercial use for the pursuit of personal or financial gain is prohibited.
   i. Web pages shall not contain the personal address or phone number of students. Students' full name may not be used unless otherwise authorized by an explicit parent permission process and signed form. The Technology Coordinator is to be contacted as the consultant in these kinds of special circumstances where awards or events warrant publicity of this nature.
   j. Web pages shall not display personally identifiable student pictures **unless explicit parental permission has been granted** by a parent's signature on the Parent/Guardian Consent From. This form is required prior to publishing any identifying pictures of students. Each Parent/ Guardian Consent Form must be retained on file as long as the student's picture remains online.

Different Levels Of Web Publication

These guidelines are to be used as reference and provide specific information regarding web publishing by staff throughout the District. District Web Publishing Guidelines exist and should be used when addressing specific issues. **Every web publisher should read and abide by these Web Page Guidelines.** For more information about these Guidelines or other issues related to web publishing, please contact the Technology Center for assistance.

District Level

The District level refers to main publishing activities which represent the District as a whole, such as overall structure, style, the main "front pages," and general top level information. This level of publishing is conducted by a District Webmaster who carries out the goals of the web site at this level. The District Webmaster works closely with the District Technology Coordinator.

Disclaimer Notice

Copyright Information and Disclaimer

The Blackfoot School District hereby grants to any person the right to copy documents published by the Blackfoot School District on the World Wide Web for non-commercial individual reference provided any copy of these documents includes all copyright and trademark or other proprietary notices contained herein. No permission is granted to make any changes to the images or information from the Blackfoot School District's Web Site.

Nothing contained herein shall be construed as conferring any right or license under any Blackfoot School District copyright, trademark, or patent. Blackfoot School District makes no warranties of any kind, either expressed or implied, with respect to any product or services provided hereunder, including but not limited to warranties of fitness for any particular purpose. All users agree that all access and use of the Blackfoot School District Web Site and the content thereof is at their own risk. Neither Blackfoot School District nor any party involved in creating, producing or delivering the Blackfoot School District web site shall be liable for any direct, incidental, consequential, indirect or punitive damages arising out of access to, use of any errors or omissions in the content thereof. This limitation will apply even if the Blackfoot School District or any party involved in creating, producing, or delivering the Blackfoot School District web site has been advised of the possibility of such damages.

Should any viewer of a Blackfoot School District published document respond with suggestions, comments, questions, information or the like, such information shall be deemed to be non-confidential and the Blackfoot School District shall have no obligation of any kind with respect to such information and shall be free to use, disclose, distribute and copy the information to others without limitations.

Neither the Blackfoot School District nor its employees are responsible for the contents of any off-site pages. The user specifically acknowledges that neither the Blackfoot School District nor its contributors are liable for defamatory, offensive, or illegal conduct of other users, links, or third parties and that the risk of injury from the foregoing rests entirely with the user.

Links from the Blackfoot School District on the World Wide Web to other sites do not constitute an endorsement from the Blackfoot School District. These links are provided as an information service only. It is the responsibility of the web surfer to evaluate the content and usefulness of information obtained from other sites. Listing shall not be taken as endorsement of any kind.

The Internet is a highly volatile place and pages change suddenly and rapidly. Because we believe that everyone has the right to exercise personal freedoms, the District makes no attempt to monitor off-site pages referenced, beyond the initial links. It is not unusual to find information or images that are objectionable on off-site web sites.

Proceed at your own risk.

Terms of Use

The Blackfoot School District Board of Education tries to ensure that information contained in these pages is accurate and up to date. However, before acting on any matter you are advised to check the accuracy of the information. No liability whatsoever is accepted for any damages arising from reliance upon information contained in these pages or any other information accessed via this site.

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School: Date:
Contact:

APPEARANCE   ✔ Meets Standards   ☒ Needs Improvement

1. Is the page layout and use of color, fonts, and images consistent throughout the site?	
Comment:	
2. Are there less than four fonts used in the design?	
Comment:	
3. Is there a moderate number of colors used in the design?	
Comment:	
4. Is the design appropriate for the purpose of the site and for the intended audience?	
Comment:	
5. Will the design appeal to the target audience?	
Comment:	
6. Is the page layout balanced, clean, and uncluttered?	
Comment:	
7. Are the graphics appropriate and relevant to the content of the site?	
Comment:	
8. Are your eyes directed to the content or important page elements?	
Comment:	
9. Are the color combinations pleasing and appropriate for the site's purpose?	
Comment:	
10. Is the text clearly legible?	
Comment:	
11. At an 800x600 resolution, is important content (such as navigation, search boxes, site and page identification) visible without scrolling?	
Comment:	
12. Is District disclaimer, copyright, and contact information easily located?	
Comment:	
13. Is the page short enough that it doesn't require a great deal of vertical scrolling? (Especially important on the front page of the site.)	
Comment:	
14. Is the purpose of the site (and each page within it) immediately clear?	
Comment:	

STRUCTURE AND NAVIGATION

Is the content logically organized?	
Comment:	
Is navigation located in the same place on each page of the site?	
Comment:	
Is the navigation clearly recognizable as navigation?	
Comment:	
Are all links clearly labeled and their destinations obvious?	
Comment:	
Is the navigation simple to understand and use?	
Comment:	
Is the use of the browser back button unnecessary (no dead end pages)? Is the purpose of each page easily identified?	
Comment:	

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Can users get to information with a minimal number of clicks (a good rule of thumb is no more than 3 clicks)?	
Comment:	
Does the navigation allow the user to easily backtrack or return to upper levels in the site?	
Comment:	
Is there an obvious method of navigation between related pages on the site?	
Comment:	
Is there an obvious method of navigation between different sections of the site?	
Comment:	

CONTENT

Does the content reflect the purpose of the site?	
Comment:	
Is the content appropriate for the intended audience?	
Comment:	
Is the content sufficient to meet user needs and expectations?	
Comment:	
Is text content free from spelling, grammatical, and typographical errors?	
Comment:	
Are short sentences, short paragraphs, headings, and bulleted lists used so that the content can be easily scanned?	
Comment:	
Is information correct and current? Is there a procedure in place to keep content current?	
Comment:	
Can specific content be easily found?	
Comment:	
Do all phone numbers include the area code and do city references include the state?	
Comment:	

IV. DISTRICT WEB GUIDELINES

Is the background color appropriate?	
Comment:	
Are tables appropriately used?	
Comment:	
Is the specific page size acceptable for all types of Internet connections?	
Comment:	
Are pages appropriately titled and are meta-tags present?	
Comment:	
Is Web Manager contact information available and easy to find?	
Comment:	

ADDITIONAL COMMENTS

Parental/Guardian Consent Form

We are sending you this parental consent form to both inform you and to request permission for your child's photo/image and personally identifiable information to be published on the district and/or school's web site.

As you are aware, there are potential dangers associated with the posting of personally identifiable information on a web site since global access to the Internet does not allow us to control who may access such information. These dangers have always existed; however, we as schools do want to celebrate your child and his/her work. The law requires that we ask for your permission to use information about your child.

Pursuant to law, we will not release any personally identifiable information without prior written consent from you as parent or guardian. Personally identifiable information includes student names, photo or image. Student residential addresses, e-mail address, and phone numbers will not be published on District of school Web sites.

Check one of the following choices:

☐ I/We GRANT permission for a photo/image that includes this student without any other personal identifiers to be published on the school and/or district's public Internet site.

☐ I/We GRANT permission for this student's photo/image and first name, grades 7-12, to be published on the school and/or district's public Internet site.

☐ I/We DO NOT GRANT permission for photo/image and or name that includes this student to be published on the school and or district's public Internet site.

Student's Name: (please print) _____ Student's Grade:_____

Print name of Parent/Guardian: (print) _____

Signature of Parent/Guardian: (sign) _____

Relation to Student: _____

Date: _____

If you, as the parent or guardian, wish to rescind this agreement, you may do so at any time in writing by sending a letter to the principal of your child's school and such rescission will take effect upon receipt by the school.