



**District Web Site**

**I. Network Use Policy**

- A. All Web content on the district's Web site shall conform to policy 8.60.40-P Computer Use.

**II. Student Qualifications**

- A. The Web Team, comprising of members from Information Technology (IT) and Community Involvement and Public Affairs (CIPA) departments, shall oversee management of the district's Web site, including but not limited to site architecture; organization and maintenance; information design and promotion of the Web site as a communications tool; file management; coordination of the retrieval of pertinent information from the site to end-users' and archiving and record management. The Web Team is also responsible for planning and implementing content and style policies as outlined and defined in the PPS Web Style Guide, PPS Web Guidelines and Policies, and administrative directives. The Web Team develops procedures for the approval, integration, publication, placement and removal of all material
- B. Web content editors are primarily PPS employees who are appointed by building principals or supervisors and perform the following duties:
  - 1. Act as a liaison between Web authors in their school or department and the Web Team;
  - 2. Act as Web content monitor to ensure web content conforms to this regulation;
  - 3. Upload approved files to the designated server;
  - 4. Test the uploaded pages to make sure they function properly;
  - 5. Direct publication of approved and tested files to the production Web server;
  - 6. Create and modify subpages of the school or department Web content or pages as needed;
  - 7. Maintain a safety copy of the unit's Web pages; and
  - 8. Develop additional procedures as needed within their school or department for creation and maintenance of Web pages.



## **Administrative Directive 8.60.043-AD**

### **District Web Site**

- C. Web pages may be created (authored) and maintained by administrators, teachers, staff, or students, contractors or volunteers authorized by the superintendent or designee. Web authors must submit their pages to the appropriate school or department Web gatekeeper for approval and uploading.
- D. Each school and department is responsible for the creation and maintenance of its own Web content. The Web Team is not responsible for content creation or integrity for schools or departments. The Web Team is responsible for the creation of links to materials developed by these other entities and for creation and maintenance of the top level of the district Web site. The Web Team may, at the direction of the district, alter content or suspend access to content to preserve consistency with district guidelines. The Web Team is responsible for ensuring school and department websites are consistent with format, style and design as outlined in the PPS Web Style Guide.
- E. To comply with Section 508 Accessibility Standards, whenever possible, content creators shall apply techniques to their web content that allows the Web site to be accessible by those with disabilities. For additional information, reference the PPS Web Style Guide.

### **III. Web Content**

- A. All material placed on the district Web site shall be governed by provisions set forth in this administrative directive and other directives and policies relating to acceptable use including the PPS Web Guidelines and Policies.
  - 1. Web content is limited to educational and administrative purposes as defined in the opening preamble to policy 8.60.040-P Computer Use.
  - 2. Web content shall include the district's standard footer, with links to the district's home page and to the district's terms of use statement.
  - 3. Each Web page shall include a revision date and e-mail address for the appropriate Web gatekeeper.
  - 4. Confidential student information may not be posted on any Web page. A student's first name may appear on a Web page with the appropriate signed release.



## Administrative Directive 8.60.043-AD

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5. Web content may not include photographs or videos of any identifiable individual whose parent or guardian has completed a PPS publicity denial form.
  6. Web content may not contain copyrighted or trademarked material unless written permission has been obtained from the owner.
- B. Any commercial advertising, or Web links which provide access to commercial advertising, shall strictly conform to current district policies and regulations.
  - C. Web content shall not invoke any script or other executable content that does not reside on district servers, unless explicitly approved by the Web Team.
  - D. Web content for school-related organizations such as classes, curricular clubs or PTAs must include the following notice:  
“This is a school-related organization Web page. Any opinions on this page shall not be attributed to the district.”

Policy: 8.60.040-P Computer Use

History: Adopted 6/83; Amended 1/89; 9/02; 3/16