



Web Services Reference Points

Douglas County School District

The Web provides an invaluable tool for schools and departments to communicate with a range of audiences. The district Web site is a powerful tool that can be used to share up-to-date information with parents, community, students and staff. This tool provides DCSD with the ability to reach audiences throughout the United States and the world. It also provides an essential link for people considering a move to Douglas County, and to those who may work for the district in the future. It is vital for the content and style of district and school Web pages to clearly represent goals, measures and accomplishments.

Each school and district department should assume the ultimate responsibility for determining the content they will post online. The DCSD Web Services department supports schools and departments in the development of their individual Web pages, which are stored on the district server.

The introduction of SchoolCenter this year has provided schools with an additional tool for creating content. [SchoolCenter](#) is a powerful Web-based application that can be used for school and staff Web sites. SchoolCenter is an excellent alternative for staff members who do not have a background in Web design. When an administrator chooses to use SchoolCenter at their school, the Web Services department provides training for designated SchoolCenter technicians, who then tailor an implementation of SchoolCenter to meet the school's needs.

The following guidelines are provided to help schools understand basic concepts and inherent privacy and ethical issues.

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Content

The content of any Web page should provide appropriate information about your school in a clear and concise manner. It is very important that people viewing the Web site can easily find the information that they are looking for. The DCSD Office of Communications is available to assist with content development.

Subject Matter

Web page content:

- Must relate to curriculum and instruction, school-authorized activities, or information about the district and its mission.
- Must be grammatically correct and free from spelling errors, punctuation errors and other errors in mechanics.
- Must not promote or encourage illegal or immoral activities or provide links to sites that do.

Student Information

In order to maintain the security and confidentiality of student information and to adhere to FERPA regulations, Douglas County School District does not allow the posting of student grades or progress reports in any form through any third party solutions or Web sites. The District does allow information to be electronically communicated to the parents of high school students through Intouch Online (formerly ISIS), a Web-based solution currently available to high schools in the district.

We are committed to being responsive to parents and believe that communication is crucial. At this point, Intouch Online is the only secure electronic communication tool in use to post grades and student progress. Access to this program is available through the Intouch Online contact in each building.

Refrain from identifying students. If you must identify students, use their first name only. Do not place any personal student information, such as phone numbers, addresses, etc. on your Web site.

Pictures

When possible, use class photos or group photos of three or more students, rather than individual pictures of students. Do not identify students in photographs by name.

Permission for Publishing

You should obtain both parent or guardian, and student permission before publishing any student work or photographs on your Web site using the district Media Consent Form.

Copyright Laws

No unlawful copies of copyrighted material may be placed on the district's Web and SchoolCenter servers.



Web Links to External Sites

Only links to Web sites that support curriculum and instruction are allowed. Links that do not support curriculum and instruction, including fundraising and personal sites are not permitted.

Personal Web Pages

The district's Web and School Center servers cannot be a host for personal Web sites, and your school pages should not provide links to external personal Web sites. The educational content on personal Web sites may be duplicated on school sites.

Use of Non-District Web Servers for Storing Web Pages

Avoid creating class home pages on external sites like Schoolnotes.com, FamilyEducation.com, etc. A familiar, central location to access information about schools increases credibility and strengthens our relationship with the community.

Style/Design

The majority of your audience must be able to quickly view the information you present. Statistics show, if viewers cannot easily find the information they are looking for, they will leave the site.

- Your school site should provide essential information, including school address, phone number, mission, hours and a way for getting in touch with someone at the school via e-mail and phone.
 - Initially, keep the scope of the site small. It is better to have a few quality pages than many unfinished pages.
 - Web pages should be maintained with up-to-date and accurate information.
 - All pages within a site should be consistent. Repeat design elements and use a common background and a common set of page layouts.
 - Limit the number of fonts on a page so that it loads quickly and is easy to read.
 - Test your Web site using both Macs and PCs and in Netscape Navigator, Internet Explorer and Firefox.
 - Include navigational links on every page.
 - A page that states "Under Construction" is of no value to the reader. Do not post a Web page until it can offer relevant content.
 - Try to ensure that your content and graphics will load quickly, in around 30 seconds or less using a 28.8k modem.
 - Give users an opportunity to provide feedback by creating an e-mail link to the school Webmaster and/or principal.
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