

SUPPORT SERVICES

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MANAGEMENT OF SCHOOL DIVISION WEBSITE

The Charlottesville City Schools (CCS) Web site – www.ccs.k12.va.us (a.k.a. www.charlottesvilleschools.org) – serves to provide information about the school division to multiple constituencies: parents, students, staff, families relocating to the area, prospective employees, Charlottesville residents, other interested citizens, and educators nationally and internationally.

This document defines requirements and responsibilities regarding the management of CCS' Internet presence, and applies to all CCS schools, departments, programs. This policy also applies to CCS staff members when representing CCS online, regardless of the computer system used, unless a specific requirement or responsibility is explicitly qualified as being limited in scope, or an exception has been formally granted.

I. REQUIREMENTS

- A. Web pages representing the Charlottesville City Schools – whether hosted internally or externally – must have an **informational purpose** that is related to a Charlottesville City Schools objective, initiative, assignment, job, or function and must carry information that is appropriate for viewing by a worldwide audience.
- B. Web sites for CCS schools, departments, and programs must be **hosted** on servers maintained and supported by the CCS Technical Support Department (Tech Support). All exceptions must be approved by the Network Administrator.
- C. Web sites for CCS schools, departments, and programs must use **domain names** that are approved by the Network Administrator.
- D. Web pages for CCS schools, departments, and programs must use **templates** provided by the CCS webmaster to ensure consistency in user experience, functionality, navigation, format, branding, and design. Exceptions must be approved by the Network Administrator. Existing sites that do not comply with this requirement are subject to review by the Network Administrator. The Webmaster may work with departmental/program managers to develop custom-built templates that satisfy both CCS requirements and end-user needs. Appeals will be reviewed by an ad-hoc Web Committee (e.g., comprised of Associate Superintendent, Public Relations Specialist, Media Services Coordinator, Instructional Technology Coordinator, and Webmaster).
- E. CCS web content will be integrated into the **site architecture** and site navigational devices as deemed appropriate by the CCS webmaster.
- F. Web sites for CCS schools, departments, and programs must be built to comply with Web Standards and must be **compatible** with all major browsers.
- G. CCS is committed to ensuring **accessibility** of the main CCS Web site for people with disabilities. Web pages built using templates provided by the CCS webmaster

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will conform to [W3C/WAI's Web Content Accessibility Guidelines 1.0](#), [Conformance Level A](#), by August 31, 2007. CCS also encourages staff, teachers and students to conform to those guidelines in sites they produce.

- H. Neither staff nor students may set up a **web server** on any equipment within a school or office, without prior approval of the Network Administrator, if that web server will be accessible beyond an office, classroom, or laboratory.
- I. **Copyrighted material** shall not be placed on any part of a web page without full compliance with the terms of the copyright.
- J. A **copyright designation** is not appropriate on any CCS web pages unless CCS has registered a copyright for the material presented.
- K. **Logins and passwords** must not be required to access public information on the CCS web site. Links to content that is not intended for the general public must be annotated to indicate that access is restricted to, e.g., students, staff, or board:
 - * Students only; password required[Password-protected content may also be hosted under a separate domain or a privately distributed URL that disallows search engines, without being linked to from a public Web page.]
- L. **Photos and videos in which students are identifiable** may be used on CCS Web pages unless a student's parent or guardian has withheld consent by completing the Opt-Out Form for Promotional Activities. When photos or videos of students are used on a CCS Web page, however, student names must not be associated with those images unless permission, in writing, is granted by the student's parent or guardian. Student home addresses, phone numbers, and/or e-mail addresses shall not be posted on any CCS web page.
- M. Information may not be posted on the Internet if it violates the **privacy** of others, jeopardizes the health and safety of students, is obscene or libelous, causes disruption of school activities, or plagiarizes the work of others.
- N. Content requirements for **school web sites**:
 1. Templates (provided by the CCS Webmaster) for school home pages and secondary pages will include the CCS logo linked to the CCS home page (www.ccs.k12.va.us), aka (www.charlottesvilleschools.org) the primary navigation toolbar, the school-specific navigational sidebar, and the site-wide footer.
 2. Current **design requirements** for each school's home page include, in addition to the above: the name of the principal; the address and phone number for the school; a link to a web form for the generic school email account (e.g., chs@ccs.k12.va.us); a news and announcements section; and a calendar of school-specific and division-wide events.

3. School web sites must, at a minimum, provide the following information:

- a. An “About Us” page presenting the name of the principal, assistant principal, and other administrative staff members along with the main school phone number.
- b. A school-specific navigational sidebar containing links to:
 - the Staff Directory for the school
 - the VDOE School Report Card web site
 - current bus route and schedule information
 - a Map page with links for an interactive map showing the location of the school and driving directions; Yahoo maps are currently being used.
 - a picture of the school
 - calendar of school events that is linked to the division calendar
- c. Navigational sidebars must also include the CCS Site Search form.
- d. Navigational sidebars for the elementaries, Walker and Buford must also contain a link to current lunch menus.
- e. Link for volunteer opportunities and contact information
- f. List of business partnerships and link for contact information.

O. Content requirements for department and program web pages:

1. Templates (provided by the CCS Webmaster) for department and program web pages will include the CCS logo linked to the CCS home page (www.ccs.k12.va.us), aka (www.charlottesvilleschools.org) the primary navigation toolbar, the department’s or program’s navigational sidebar, and the site-wide footer.
2. The **top-level page** for each department and program must include the address and phone number for the department or program, as well as the name, email addresses, and phone numbers of department director or program coordinator and key administrative staff.

P. Teacher Web sites (defined as sites intended primarily for students and parents in support of class work, as distinguished from sites that represent a CCS activity or program and are intended primarily for a public audience):

1. are exempt from the specific provisions concerning site hosting, domain names, and web page templates (Section I, items B–D, above)
2. must clearly identify and include links to the teacher's school and the CCS web site – whether hosted internally or externally

Q. No Web site representing the Charlottesville City Schools – including externally-hosted sites – may include **commercial or political advertising.**

- R. Links from CCS web pages to **external web sites** (sites not on the CCS servers) must be limited to those that have or support an educational objective and meet the standards for instructional materials used by the school system.

Care must be used when linking to a commercial web site or a page that contains advertising. Content managers must **review** such external pages twice a year, reloading the page 10 times or more to monitor the ads for inappropriate content. CCS pages with external links may also include the following standard disclaimer:

Links to web pages outside the CCS web site do not necessarily constitute an endorsement of the information, products or services contained therein.

NOTE that this requirement pertains to Teacher web sites, whether hosted with other internet service providers or on CCS web servers.

- S. The following disclaimer statement must appear on any web page that includes content provided by a **parent-teacher and partner organizations**:

This page reflects the views of the [name of organization]. Charlottesville City Schools does not control or guarantee the accuracy, relevance, timeliness, or completeness of this information.

- T. **All Web sites and pages representing Charlottesville City Schools**, including staff, teacher and student sites hosted internally or externally, are subject to the CCS Acceptable Use Policy for Technology and all other requirements of the Web Policy (Section I, item P, most importantly).

- U. **Requests for exceptions** to any of the above policies must be submitted in writing to the CCS webmaster.

II. RESPONSIBILITIES

- A. The **Network administrator** shall provide and administer CCS Internet services, Internet protocol (IP) addresses, and connectivity between the CCS network infrastructure and the Internet service provider and shall manage the CCS central **web servers**.

- B. The **CCS Webmaster** is responsible for:

1. creating all templates, stylesheets, scripts, includes and web page graphics that are to be used on division, school, departmental and program web pages.
2. maintenance of web servers and applications
3. management of site functionality and architecture, including expansions and other structural changes making revisions as requested to the CCS home page and other pages and includes not assigned to or available to Web Content Managers
4. entering division-wide events into the CCS Interactive Calendar database

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5. checking the ccs@ccs.k12.va.us email account daily, and either responding to messages or forwarding messages to the staff best qualified to respond. If a message is forwarded to another staff member to respond, the webmaster should request a copy of the response to be certain the message has been answered.
6. ensuring that emails sent to the generic school email accounts are answered during the summer when school Web Content Managers are away.

C. The Community Relations Specialist is responsible for:

1. establishing the accuracy and appropriateness of official CCS information posted on the CCS web site
2. posting news items to the CCS home page and creating related News web pages and PDFs as needed
3. disseminating school-specific news releases to school Web Content Managers for posting

D. School principals and departmental managers:

1. are responsible for the information posted on their section of the web site
2. must audit their site content at least twice per school year to ensure the content is current, accurate, and appropriate
3. may assign web maintenance duties to Web Content Managers
4. must regularly monitor their site content in order to assess the performance of appointed Web Content Managers with regard to the responsibilities outlined in II.E and II.F, below.
5. review web content revisions and additions before posting to the live web server.

E. School Web Content Managers are responsible for:

1. editing school web pages and creating new web pages as needed
2. posting school-specific news items to the school's news database and creating related pages as needed
3. entering school-specific events into the school's interactive calendar database and monitoring for current information and accuracy
4. checking the school's generic email account daily (during the school year), and either responding to messages or forwarding messages to the staff best qualified to respond
5. responding to requests to post news and announcements or to add new web pages to the school web site
6. obtaining the Principal's approval of such revisions and additions before posting

7. reviewing links to external web sites twice per school year to ensure functionality, appropriateness of content (including embedded ads; see I.P, above), and that the information presented continues to serve the intended educational objectives (see I.Q, above).

F. Departmental and program Web Content Managers are responsible for:

1. editing assigned web pages and creating new web pages as needed
2. obtaining approval for such revisions and additions from the departmental administrator or program coordinator before posting
3. reviewing links to external web sites twice per school year to ensure functionality, appropriateness of content (including embedded ads; see III.P, above), and that the information presented continues to serve the intended educational objectives (see I.Q, above).

G. Requests to post news and announcements to the CCS home page, or to revise or add pages to the main CCS web site, must be referred to the CCS Webmaster. The Webmaster can make decisions regarding routine requests. In cases where there is some question about the appropriateness or positioning of requested additions or revisions, the Webmaster will consult with the Network Administrator, the Community Relations Specialist, Division Administrators, and/or departmental and program managers as needed.

H. Requests to post news and announcements or to add new web pages to school web sites must be referred first to School Web Content Managers, who will present any and all reasonable and appropriate requests to the Principal for approval.

I. Requests to revise or add content to departmental or program web sites must be made directly to the departmental manager. The manager will then delegate approved content revisions to the Content Manager, or to the CCS Webmaster if no departmental Content Manager has been designated.

J. Content managers must **consult the CCS webmaster** for assistance with questions regarding technical requirements, information architecture, navigation, graphic design, information design and usability.

K. Non-CCS employees, including volunteers and students, can maintain web pages, or upload files to the CCS web servers only with prior approval from the Network Administrator, and only under direct supervision by the staff member responsible for the web site or pages concerned.

L. Web pages and Web sites created by students for CCS classes, activities, programs or departments – whether hosted internally or externally – must contain only educationally relevant material and must adhere to all applicable school division guidelines, policies, and regulations. Students may only post information to Web pages under the direct supervision of a staff member. Student Web pages shall be removed at the end of the school year unless special arrangements are made.

III. Web Privacy Statement

The Charlottesville City Schools, through its web site:

1. Collects no personal information other than that which is provided by the user when submitting requests via web forms. This information is only used to assist us in providing the requested information to the user.
 2. Collects standard web traffic statistics regarding the number of views for web pages, but does not track user domain names, IP addresses, or any information on individual visitors or their movement through the website.
 3. Uses "cookies" to set user preferences throughout the site. These cookies are not required, are set only if your browser permits cookies, and are used only for the user's convenience.
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IV. Limitation of Liability

Under no circumstances will Charlottesville City Schools be liable for any direct, incidental, consequential, indirect, special or punitive damages whatsoever (including without limitation, costs and expenses of any type incurred, lost profits, lost data or programs, and business interruption) arising out of access to, use of, inability to use or the results of use of the site or any web sites linked to the site.

Adopted: August 16, 2007
Revised: May 15, 2008
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Legal References: Code of Virginia, 1950, as amended, § 22.1-70.2

Cross References: CCS Acceptable Use Policy for Technology