

WEBSITE DEVELOPMENT REGULATIONS

Chesapeake Public Schools (CPS) uses the Internet as a means of providing accessible, accurate, and timely information to employees, students, parents, and others in the larger community. The Internet affords the school division the opportunity to communicate with its communities by posting pertinent division and school information online. The school division has established its website online at www.cpschools.com. This website is the official website of the CPS. In addition to this website, individual schools and departments may create division-related websites. These regulations provide the standards that must be followed for development of all division-related websites. Failure to comply with these regulations may result in the removal of a website from the Internet.

The division's websites are to be designed and developed to promote direct access to information resources and to promote the educational objectives of CPS. The Office of Public Information and the Department of Information Technology collaboratively developed these regulations. Questions about these guidelines or updates should be directed to the Public Information Officer and the Department of Information Technology.

A. DIVISION-RELATED WEBSITE

A "division-related website" is any Internet website that is established in one of the following ways:

1. by authorized school division employees on behalf of the system;
2. by any school within the system;
3. or, by entities contracted by the division for professionally developed and/or maintained content.

Only those websites that are created pursuant to these regulations are considered division-related websites. The division does not endorse and is not responsible for websites created by employees, students, or others outside of the standards and guidelines of these regulations. Students or employees who create personal websites that result in a substantial and material disruption to the school environment may be subject to disciplinary action.

B. STANDARDS FOR WEBSITE DEVELOPMENT

1. Non-Public or Closed Forums for Expression

All division-related websites are "non-public" or "closed" forums for expression. This means that the division has control over information on such websites and is not required to allow students, teachers, or others to place material on division-related websites. The purpose of division-related websites is to disseminate curriculum-related information; to present the public with information about the system, its schools, and its programs; and to provide the community with each school or department's mission, contact information, activities, organizational format, and instructional program. Division-related websites are analogous to newsletters from the administration or the individual school. Division-related websites are not analogous to a student newspaper or a non-school publication.

2. Administration and Editorial Control

All employees responsible for creating, developing, maintaining, editing, or approving a division-related website shall act legally, responsibly, and ethically in providing educational resources and information to support the mission and curriculum of the school division. Such persons shall abide by the generally accepted rules of website etiquette, board policy, and regulations established by the superintendent.

a. Superintendent Final Authority

The superintendent or designee may delegate authority to place information on a division-related website; however, the superintendent has the final authority to approve or disapprove any information in whatever form on any such division-related websites.

b. School Division Official Website

The superintendent or designee has editorial control and responsibility for the content of the school division official website. The superintendent shall appoint a staff member to serve as the page master of the division-related website.

c. Individual School or Department Websites

Each school will be provided with a web address, web design software, and disk space on the division's servers. All division-related websites will be housed on the division web server or approved hosted site. Each principal/department head has editorial control and responsibility for the content of his or her individual school or department official website, subject to review of the superintendent or designee. The principal/department head may appoint a staff member to serve as the page master of the school or department website, in addition to a website committee to advise the page master and principal/department head regarding the content of the school's website. Individual school websites must comply with the additional guidelines provided below.

d. Personal Websites

The school division is not responsible for personal websites created or maintained by students, employees, parents, groups, or organizations. Personal websites are not considered division-related websites and are not covered by the provisions of these regulations. For further information regarding personal websites, see PR-8.37, *Acceptable Telecommunications and Internet Use for School Board Members, Faculty, Employees, and Administrative Staff*, and PR 8-38, *Sexual Misconduct*.

The superintendent may use any means available to request the removal of personal websites that substantially disrupt the school environment or that utilize school division or individual school names, logos, or trademarks without permission.

3. Website Appearance and Evaluation

Website content must be kept current and be maintained regularly. All division-related websites must include the name of the website author, the date produced or revised, and the e-mail address of the author. The superintendent (or designee for the official division website) or the principal/department head (or designee for individual school or

department websites) must regularly review, proof, and evaluate all division-related websites. See Appendix 1 for specific website design and technical standards.

4. Copyright Laws

No information or graphics may be posted on websites in violation of any copyright laws. Copyright permission must be obtained for the use of any copyrighted material. TEACH Act and Fair Use may not apply to websites. The superintendent or designee and each principal/department head or designee is responsible for maintaining copies of permission granted for the use of copyrighted material.

Website publications must comply with all state, federal, and international laws concerning copyright, intellectual property, and use of telecommunications. Pages must indicate that permission has been secured when copyrighted materials are published on them (e.g., “published with permission of author”).

The following Disclaimer must be placed on your school or department homepage.

The Chesapeake Public School System is an equal educational opportunity school system. The School Board of the City of Chesapeake also adheres to the principles of equal opportunity in employment and, therefore, prohibits discrimination in terms and conditions of employment on the basis of race, sex, national origin, color, religion, age, or disability.

The following Copyright statement must be included with the current year at the bottom of each page:

Copyright © 2016-2017. Chesapeake Public Schools. Chesapeake, Virginia.

All Rights Reserved.

5. Links

a. Internal Links

Each page of a division-related website must include a reference and hyperlink on the home page to the division’s official home page. In addition, all division-related websites must include a link to policies and regulations 8-37, *Acceptable Telecommunications and Internet Use for School Board Members, Faculty, Employees, and Administrative Staff*, and 6-36, *Acceptable Telecommunications and Internet Use for Students*.

b. External Links

The superintendent and designee have editorial control over and responsibility for the linking of a division-related website to other sites on the Internet that are appropriate to the mission of the school division. Links to external sites must be approved by the principal or department head. If required, page masters must obtain permission from external websites before links are established from any division-related website to external websites. To the extent possible, school

personnel shall determine the extent to which a secondary site is linked to other sites on the Internet and whether such sites are appropriate for access through the division's websites. Page masters shall periodically check external links for accuracy and appropriateness of content.

All links connecting to external sites must display a statement indicating that the division's website is being left (see Appendix 2).

Since the school division cannot control the content of other sites on the Internet and their linkages, the following disclaimer statement must be inserted in a prominent position on the official division website, on each school or department website that contain links to other websites or that are not division-related websites:

The school division retains control over what links will be placed on division-related websites; however, the linked sites themselves are not under the control of the school division, its agents, or its employees. The school division is not responsible for the contents of any linked site, any link contained in a linked site, or any changes or updates to such sites. The school division provides links as a convenience, and the inclusion of any link does not imply endorsement of the site by the school division. The school division reserves the right to remove or restrict any links.

c. Links to Advertisements

Commercial use for the pursuit of personal or financial gain is prohibited. School and department websites may only contain brief acknowledgements of school partnerships or sponsorships. Links to school fundraising and yearbook websites are acceptable.

Publications on the Chesapeake Public Schools' website must identify affiliation with Chesapeake Public School and should link back to the main page (<http://www.cpschools.com>) from the first page of any school or department main page.

d. Links to Personal Websites

School websites may not contain links to personal websites of students or employees of any kind.

6. Use of Social Media Sites

a. Twitter:

- Twitter accounts are for administrative school use for informational purposes.
- Accounts created for schools must be approved by the administrative staff (i.e., no teacher accounts will currently be allowed).
- Accounts must identify school properly by using the official school name (i.e., John Doe Elementary).

- Administrative staff will be the only person(s) to have access to the Twitter account and password.
 - All Tweets must be school related, with consideration given to Internet Safety and approved by the administrative staff.
 - All Tweets must adhere to the CPS Website Guidelines.
 - Engaging in private communication via Twitter direct message is a violation of School Board Policies 8-37 and 8-38.
 - Administrators of CPS related Twitter accounts will be held accountable to the CPS School Board Policies at all times.
- b. YouTube Channel:
- YouTube channels provide an opportunity to showcase your schools by creating videos which highlight:
 - creative instructional lessons;
 - school functions and initiatives;
 - community functions in which the school is engaged;
 - and, a gamut of other positive school related items.
 - YouTube channels created for schools must be approved by the administrative staff (i.e., no teacher accounts will currently be allowed).
 - YouTube channels must properly identify the school by using the official school name (i.e., John Doe Elementary).
 - In some instances, the name may not be available. Please attempt to use as close to the official school name as possible.
 - Administrative staff (and/or designee) will be the only person(s) to have access to the YouTube account and password.
 - All videos must adhere to the CPS Website Guidelines.
 - All videos are must be approved by the administrative staff prior to posting on the YouTube channel.
 - In the event students are in videos, it will be the school's responsibility to determine if a student is on the opt-out list and to exclude any students as appropriate.
 - All videos must be checked for accurate closed captioning. If necessary, correct the captions by going to the link below and following the instructions.
 - <https://support.google.com/youtube/answer/2734705?hl=en>
 - The ability to comment on any videos must be disabled.
 - This will avoid any issues with comments appearing that could contain vulgar or unsupportive language.
 - Administrators of school YouTube channel accounts will be held accountable to all School Board Policies at all times.

7. **Permission for Posting Student Pictures, Names, and Works**

Parents/guardians are required to sign the new Opt-Out Form, which is included in the student handbook provided at the start of each school year, only if they **do not** want their child's information released via media, yearbook, student work, and/or directory information. With the new form, permission to use school division-related student

photos, video, and audio on the official Chesapeake Public Schools website is tacitly granted, unless the parent/guardian indicates otherwise on the Opt-Out Form (see Appendix 4).

8. Permission for Posting Employee Pictures and Works

Faculty and staff names, school email addresses, and school or office phone numbers will be published on the Chesapeake Public Schools website or on school webpages at the discretion of the school principal or the department administrator. Additional information may be requested. Permission must be obtained from any staff or faculty member prior to displaying his/her image on photograph(s), video(s) and/or work (see Appendix 3).

9. Behavior Standards

When using the Internet, employees and students are responsible for understanding and complying with board policies and regulations, including policies and regulations 8-37, *Acceptable Telecommunications and Internet Use for School Board Members, Faculty, Employees, and Administrative Staff*, and 6-36 *Acceptable Telecommunications and Internet Use for Students*.

10. Accessibility of Website

The page master, in consultation with the technology director, shall ensure that the school division website meets required standards to ensure accessibility for persons with disabilities

Chesapeake Public Schools uses WCAG 2.0 accessibility guidelines and Section 508 standards, in an effort to ensure that information on the Chesapeake Public Schools website is accessible for visitors with disabilities. All division-related websites must comply with and conform to the guidelines website accessibility set forth by the World Wide Web Consortium's Version 2 of the Web Content Accessibility Guidelines ("WCAG 2.0") Level AA or for the 508 compatibility.

Websites should provide information regarding the compatibility with common screen readers such as JAWS, ZoomText, Window-Eyes, and NVDA to ensure the websites are accessible to individuals with vision and/or hearing impairment.

Be sure to visit the following helpful websites for more information:

<https://www.w3.org/WAI/intro/accessibility.php>

<http://webaim.org/standards/508/checklist>

The division's expectation is for all documents on school-related websites to conform to the WCAG 2.0 accessibility guidelines. PDF Documents are to be used when posting individual documents on division websites to meet this requirement. Each school page master will be provided with an official copy of the appropriate version of Adobe Acrobat and will receive training on the creation of such documents.

Electronic copies of manuals are available on the CPS Intranet as well.

11. Website Translation Software

Chesapeake Public Schools uses translation widgets in order to meet requirements for providing language translation of website content. The division webmaster will work with each page master to ensure that an approved language translation widget is embedded on each school website.

C. GUIDELINES FOR INDIVIDUAL SCHOOL OR DEPARTMENT WEBSITES

Each school or department may promote itself by publishing an official school or department website on the Internet only via the official school division website. In addition to the standards above, the following standards apply to individual school and department websites.

1. The content of school and department websites must be approved by the principal or department head.
2. The safety of students and employees must be considered when constructing school or department websites. To protect the safety of students and employees, the following precautions must be taken:
 - home addresses or telephone numbers will not be listed;
 - student e-mail addresses will not be listed;
 - and, photographs of students and student work will be used only with appropriate parental permission as granted by the Opt-Out Form (see Appendix 4).

The principal/department head or designee is responsible for maintaining records of permission granted for the release of information. The principal/department head should implement other safety precautions, as necessary, to be followed when constructing websites.

3. Schools must provide contact information and other general information about the school on the school website, including the school's name, phone number, fax number, grade levels, address, the principal's name, and the e-mail addresses of the school administrative team (see checklist below).
4. Graphics used on school and department websites must be appropriate to the school/department and should be of a size that will download quickly into a web browser.
5. Schools and departments must keep information presented on their websites current, accurate, and grammatically correct.
6. The principal/department head or designee must approve all revisions and additions to the school or department website.
7. Failure to comply with these regulations, as determined by the superintendent or designee, may result in the removal of a school or department website from the Internet.

D. SCHOOL HOME PAGE

The school home page should contain the following information and should be updated whenever information changes.

- school name
- school address
- telephone/fax numbers
- school operating hours
- grade structure
- principal's name
- link to supplies list (required for K-8)
- link to lunch menu
- link to map (strongly recommended)
- link to SOL scores
- email address of the school or a contact form
- date of last modification
- picture of school, principal, mascot
- link to visit the Chesapeake Public Schools Division website
- link to events
- mission statement
- ParentVUE/StudentVUE icons or links
- webpage translation widget
- Peachjar icon or link
- Online School Payments (OSP) icon or link
- MyPaymentsPlus icon or link

Appendix 1

Website Design and Technical Standards

1. Design Standards
 - Plan website design carefully.
 - Carry a specific color scheme or theme throughout the pages.
 - Include empty or white space to create an uncluttered look.
 - Use tables to organize and format content.
 - Keep graphic sizes below 50K each. Keep total page size below 500K.
 - Use small and/or compressed JPG files whenever possible.
 - Limit animated graphics.
 - Clearly identify *graphic hyperlinks* as links.
 - Graphics should support, not overpower, information being presented.
 - Avoid pages that require a visitor to scroll down excessively.
 - Use sounds only to complement content.
 - Provide links back to the homepage.
 - A “revised mm/dd/yyyy” line should be placed at the bottom of each page as appropriate.
2. Content
 - All publications must comply with the School Board policies, administrative regulations, Chesapeake Public Schools’ Acceptable Telecommunications and Internet Use Policy, and these Website Guidelines.
 - Content must consistent with the educational objectives of Chesapeake Public Schools.
 - All subject matter must relate to the curriculum, instruction, authorized school-related activities, and general school-related information.
 - Content must be approved by the school or department head prior to publishing and reviewed on a regular basis to ensure nothing is inadvertently placed on websites that may misrepresent the school division or violate division policies.
 - Include a copyright statement on every page and a disclaimer on the homepage.
3. Naming Files
 - Be consistent with file extensions – decide whether you will use .htm or .html when naming all of your web pages.
 - DO NOT use file names that contain spaces. Use a hyphen, if necessary (e.g., “grade-four.html” or “grade_four.html” is preferred over “grade four.html”).
 - Avoid punctuation marks in file name or mixing upper and lower case.
4. Testing
 - Web pages should be tested on Internet Explorer.
 - Be sure all hyperlinks are active or current. Repeated Error 404’s (File Not Found) will annoy visitors.
 - Many web editors will leave local drive paths if you are not careful – it is best to test with a PC that was NOT used to create the page.
 - Use the RELOAD or REFRESH button on your browser after making any changes to your website to ensure seeing the latest revision.

Appendix 2

External Site Alert Message

Copy this code into the HEAD section of your HTML code:

```
<script language = "Javascript">
<!--
function leave();
{
window.alert('You are now leaving the Chesapeake Public Schools
Web Site.');
```

Copy this code into the BODY section of your HTML code where you want to post your external link:

```
<a href="http://www.YourLink.com" onClick="leave();" >Your Link</a>
```

Appendix 3

Faculty/Staff Release Form for Publication of Information on the Internet

Please note the official form is in the Faculty/Staff Release Form for Publication of Information on the Internet is available on the Intranet. The image below of the form below is for illustrative purposes only.



Chesapeake Public Schools
Educational Services Center
369 Battlefield Boulevard S.
Chesapeake, VA 23322

Faculty/Staff Release Form for Publication of Information on the Internet

Schools and Departments may post faculty and staff information such as names and school email addresses on their respective school or department webpages, at the discretion of the school or department administrator. However, permission is required to post photographs, video and other multimedia containing faculty and staff. Complete this form and submit it to the school or department page master.

Full Name: _____

School Name: _____

I understand that other information, including my name and school email address, may be available to anyone on the World Wide Web, at the discretion of my school or department administrator.

I give permission to use the following on the school's web site:

Please check one or more:

Publish my Name as shown: _____

Photo(s) of myself

Videos(s) in which I appear

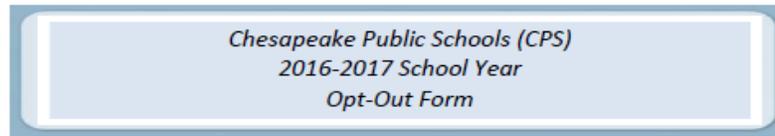
Other: _____

Signature

Date

Appendix 4

Please note the official form is in the annual Student Conduct Policy Guidelines. The image of the Opt-Out Form below is for illustrative purposes only.



Be sure to complete the information at the bottom of this form if you have checked ANY of the four sections below. If this form is not returned or the information is not completed, you are giving your child permission to participate in all four sections below.

PART 1: Media Participation

During the 2016-2017 school year, there will be times when the school division and/or organizations authorized by the school division, such as media representatives, will seek to interview, photograph and/or videotape students both on school grounds and/or at student activities. This generally will lead to students being featured in publications, social media, websites, television programs, radio shows, and video productions. Please note that CPS carefully screens all requests from outside groups to help ensure that student work and accomplishments are highlighted in a responsible and appropriate way, and outside media is not permitted on school grounds during regular school hours without prior approval through the CPS Public Information Office. Parents will normally be notified prior to their child participating in an interview with commercial media, and parents may choose to opt-out of that specific event. Parents who do not wish for their child to participate in any media opportunities as listed above must check the box below. This opt-out opportunity will not prevent news or sports reporting, including images, undertaken by the media without going through CPS.

- I do NOT allow my child to be photographed, audio recorded, or videotaped for the purpose of publishing his or her likeness in CPS video productions, CPS publications, CPS webpages, or commercial media (including television, radio, the newspaper, and the Internet) with or without identifying information. I understand that media news or sports reporting, including images, may occur without the prior approval of CPS.

PART 2: Yearbook

The school division includes yearbooks as "directory information" as set forth in the Federal Educational Rights and Privacy Act (FERPA). Parents who do not wish for their child's photo/information to be included in the school's yearbook must check the box below.

- I do NOT allow my child's photograph or name to be included in the school yearbook.

PART 3: Student Work

Your child may create original works as a result of an assignment or participation in a program/activity sponsored by CPS. These original works may include, but are not limited to, stories, essays, charts, graphs, diagrams, poems, plays, cartoons, drawings, paintings, sculptures, musical compositions, videotapes, audio recordings, and photographs. Parents who do not wish for their child's work to be published or displayed must check the box below.

- I do NOT allow my child's original works to be published, displayed, and/or used for any medium, including print, electronic, announced (i.e., radio), or television.

PART 4: Directory Information

From time to time, school divisions receive requests for student directory information from outside persons and entities. Examples include legislators who want to send congratulatory letters, external organizations with whom CPS has contractual agreements (e.g., yearbook, class rings, senior photos), and scholarship opportunities. Except as stated below, school systems are required to provide military recruiters and institutions of higher education with secondary students' names, addresses, and telephone listings upon request. Parents (or a student if he or she is 18 years old or a legally emancipated minor) may request that the student's name, address, and telephone listing not be released to any such agencies without prior written consent. Check the appropriate box below if you wish for directory information not to be released.

- I do NOT allow the release of my child's directory information to any third-party requests. (If this is selected, you do not need to select any other boxes below.)
- I do NOT allow the release of my child's directory information to outside persons and entities.
- I do NOT allow the release of my child's directory information to military recruiters.

If you have checked any of the four sections above, please complete the section below and return this entire form to your child's school.

School Name: _____ Date: _____
Student's Name (Print name): _____ Grade: _____
Parent/Guardian Name (Print name): _____
Parent/Guardian Signature: _____