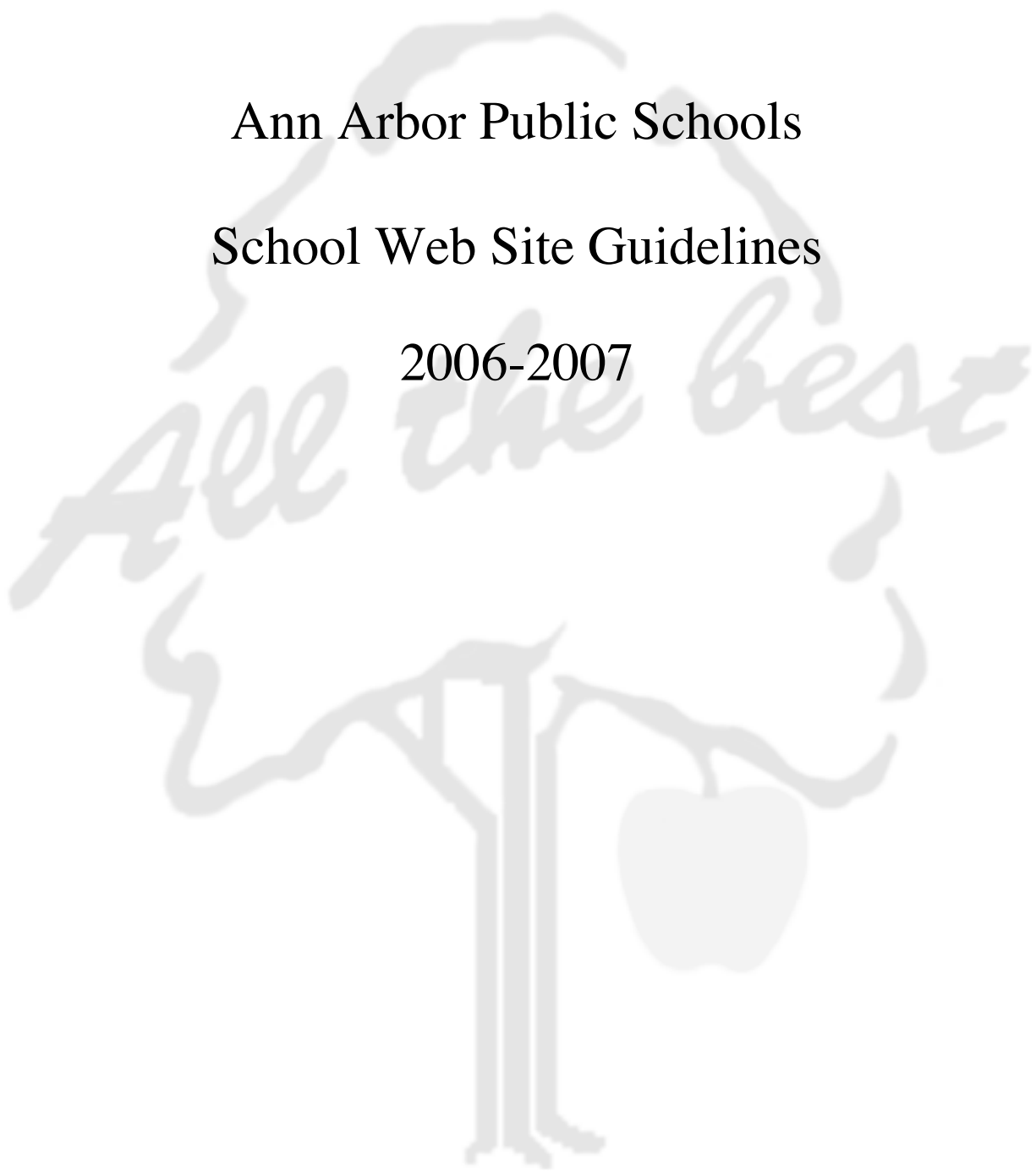


Ann Arbor Public Schools
School Web Site Guidelines
2006-2007



School Web Site Development

In the Fall of 2002, a new AAPS web-development tool, GVC.SiteMaker, was made available to buildings, departments and staff. The SiteMaker system, a web-based site development and management tool, offers many features, including:

- Easy creation and management of web sites without requiring knowledge of HTML
- Powerful built-in features such as file-uploading, ability to share configuration rights with other individuals, easy-to-setup password-protected pages, and the ability to create a searchable database in one's site.
- Hierarchical administrative privileges, making it easy for schools/departments to manage user accounts for individuals developing sites associated with their unit.

In the Fall of 2004, the AAPS Communications Department began working with buildings to help them to migrate (at a minimum) the top level of their sites to the SiteMaker system; this change:

- Established a minimum level of consistency, in content and style, across all building web sites
- Enables maintenance of the building web site to be shared by multiple users
- Simplifies the transitioning between building webmasters when it occurs

All building sites completed their migration to SiteMaker in September of 2006.

Following are guidelines that the Ann Arbor Public Schools have put together to guide building web coordinators, webmasters, teacher, parents, and volunteers on the school web committee in the creation of web pages that will be posted on the district web server or on the SiteMaker system. If you have a question that is not answered by this document, please email Ali Van Doren, District Webmaster (vandoren@aaps.k12.mi.us) and she will be happy to attend to your needs.

Ann Arbor Public Schools

School Web Site Guidelines

1. Account Creation

The Ann Arbor Public Schools offers two environments in which one can develop a web site: the district web server and the SiteMaker system. All staff members, departments, school teams, clubs and organizations are eligible to have a web account. Parents & community members may also have user accounts if they will be developing web pages for the school/department/team, etc. The district web server is Linux-based, running PHP and MySQL. The SiteMaker system is a WebObjects-based web application housed off-site for the district. The top level of all building sites are hosted on the SiteMaker system; departments, teachers, and other staff have a choice as to where their site resides, on SiteMaker or on the district web server. Each SiteMaker site starts out with 3mb of space for images and files; more space can be secured when needed.

A. To maintain a building site on the SiteMaker system, a **building** must:

- appoint a building Web Coordinator (**must** be a building staff member) who will act as the official liaison for the building web site; this person is the only person who can request user accounts for the building on the district web server.
- create a Web Committee (can be the building Tech Committee) which will oversee the growth and direction of the building web site
- keep a signed Web Developer User Agreement card on file in the office for **every** user that has an account to make changes to the school web site
- agree that the school site will be regularly maintained and in compliance with district policies, regulations, guidelines
- agree to alert either the Unit Manager (if available) or the District Webmaster (vandoren@aaps.k12.mi.us) if any account holders leave the building so that user account can be disabled.
- The building also has the option of identifying a SiteMaker Unit Manager who can be trained and will have the authority to create additional SiteMaker sites in the building's unit on the SiteMaker system; this is not a requirement – schools may rely on the District Webmaster (vandoren@aaps.k12.mi.us) to create additional sites for the building.

B. To secure a SiteMaker site, an **individual** must:

- sign a Web Developer User Agreement card and turn it in to the school's office if one is not already on file
- agree to maintain the site regularly and in compliance with district policies, regulations, and guidelines.
- contact the building's Web Coordinator or Unit Manager, if one is in place, to request a user account
- agree **NOT** to share your user account password with anyone else; sharing passwords will result in the deactivation of the user account.

C. To secure an account on the district web server, an **individual** must:

- sign a Web Developer User Agreement card and turn it in to the school's office (if one is not already on file)
- agree to maintain the site regularly and in compliance with district policies, regulations, and guidelines.
- contact the building's Web Coordinator to request a user account
- agree **NOT** to share your user account password with anyone else; sharing passwords will result in the deactivation of the user account.

2. Responsibility

- Each building is responsible for their own development and maintenance of web pages. It is up to the building to decide who will have access to publishing pages on the school site and who will not. We recommend that individuals within the building have their own user account so they can post and maintain their own pages, but the building web committee makes the ultimate decision.
- As building leader, the principal is ultimately responsible for the content on the school web page.

3. Required Information

- To maintain a level of consistency across district sites, the top level of all school sites will use their building SiteMaker template that is based on the AAPS district style.
- Schools can work with the District Webmaster to further customize their template with images for the banner.
- The School SiteMaker templates include the following information:
 - A link to the district web site (<http://www.a2schools.org/>)
 - Contact information for the building (phone, address)
 - A page title (which displays at the top of the browser window) formatted: "Ann Arbor Public Schools: Welcome to [Name of school]"
- It is recommended that buildings provide an email address for the building; a building-specific email address, if one does not exist already, may be requested through the District Webmaster.
- Pages that are time-sensitive (calendars, etc) must be updated on a regular basis, and should include a "Last updated" date on the page.
- Each page within the site should include a link to the previous level in the hierarchy, and it is preferred that a link to the building home page is included on each page as well (this can be accomplished by working with the District Webmaster to include such a link in the school's style template).

4. Content Guidelines

- The district web server should be used for educational purposes only. The school web site should be used to:
 - provide building information for parents, students, staff, and community members, as well as serve as a resource for prospective families
 - promote school activities and events
 - offer educational resources for staff and parents for use with students

- District websites may contain links only to appropriate instructional sites on the Web or other AAPS websites. All other links must be pre-approved by the building web committee.
- External links should serve the purposes listed above, and should be labeled with the following disclaimer: “Clicking on the following link will take you outside of the Ann Arbor Public School web site; AAPS is not responsible for content on external sites”; the alternative is to mark off-site links in some way (e.g. >) and to include a note: “Sites marked with > are outside of the Ann Arbor Public School web site; AAPS is not responsible for content on external sites”.
- Teachers may post classroom sites on the server, if their building web committee has decided that option is available, and their sites should serve the purposes listed above.
- Follow all copyright laws
 - Copyrighted Information Owned By Others: Many books, pictures, and electronic files are the property of their creators (the material is “copyrighted”) and can be used only with permission or by paying a fee. In some cases copyrighted material may be used for educational purposes covered by the “fair use” guidelines. Do not copy and include copyrighted materials in the computer files you create, except as permitted by the “fair use” guidelines. These guidelines can be found in every media center in the district.*
- Web accounts are the property of the district and should not be used as a forum to express personal opinions, etc.

5. Student Information

Student photos and work may appear on district pages so long as the following stipulations are followed to maintain the privacy and safety of our students:

- Parental permission: Each Fall, the school offices will send the District Permission to Publish form to all children’s homes; parents wishing to deny permission to publish their student’s work/photo/etc. on the web site will sign the form and return it to the school office.
- It is the responsibility of site creators to verify that permission to publish has not been denied by the parents of a student.
- Group photos of 3 or more students are encouraged
- Student Names:
 - K-8: First names ONLY are allowed on K-8 web sites, and they may never accompany photos of students
 - 9-12: First name and last name are allowed on high school sites, but they may not accompany photos. In the case of a team photo, names may accompany the photo but should not correspond to the order in the picture (instead, put names in alphabetical order, and do not include any uniform numbers in the listing.)
- When deciding to use any photos of students on the site, please use your best judgment; one must remember that a school web site is a **global** medium, and we cannot control who can or cannot access our pages, nor how they might use the information they find on those pages. Keep these factors in mind when deciding whether to use a photo of students on the site.