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| Level:<br><br>Procedure<br>E-Business Management                        | Accompanying<br>Policy:<br>EBC, EBD   | Descriptor Code:<br><b>P.EBCC</b>          | Rescinds<br>June 14, 2002 |
| Descriptor Term:<br><b>Web Site Development and Appropriate<br/>Use</b> |   | Effective Date:<br><b>February 4, 2005</b> |                           |

**1. Web page purposes**

The creation of a web page provides a means of communication for the purpose of sharing information-- both internally and externally-- about curriculum and other information relating to our schools and our mission. "Envisioning a system of world-class schools" is the theme of Gwinnett County Public Schools' web page. Creators of web pages, whether advanced or beginners, should use these basic guidelines to ensure consistency of any web page linked to or affiliated with GCPS.

The purpose of any GCPS affiliated web page is to provide professionals, parents, students and community members current, consistent and quality information.

**2. Teacher Web Page**

All content on GCPS web pages is subject to review by authorized GCPS personnel. Local school administrators are responsible for ensuring that any recommendations for teacher web page improvement are implemented. Central office web pages must be developed under the guidance and approval of the Communication and Media Relations Department and linked with the GCPS official web site.

**3. Maintenance**

The maintenance of web pages requires a serious commitment of resources as a great deal of the content can be ever-changing. It is strongly recommended that at least one member of the local school administrative team review the school web site periodically (recommended monthly) to evaluate and improve the content and links provided via the internet. Reviewing the web site should be a high-priority task, since web pages are visible and accessible communication vehicles for the school.

Although the most successfully maintained pages are those where the "ownership" of the information is spread to the content owners, it is imperative that there be a person or team in an oversight capacity to guarantee consistency and quality throughout the web page.

**4. Content**

Creators of web pages should develop a purpose and pages that can be kept accurate and

up-to-date. Below are three levels of information for a **web** page:

#### 4.1. Basic information

Basic information tends to change only once a year and is the easiest to maintain. Schools with limited resources should concentrate on these areas first.

- School information - address, phone numbers, (main number, fax, etc.), school hours, directions to school
- Student handbook information
- School calendars
- Principal's letter and/or school mission statement
- Links to Gwinnett County Public Schools' AKS, instructional resources, and Gateway **web** pages
- Acceptable Use Procedure
- Page listing school staff

#### 4.2. Intermediate information

Intermediate information tends to change periodically and thus requires regular maintenance and updating.

- What's new
- Lunch menus
- School newsletter
- PTA information
- Business partners
- Counselor's page
- Links appropriate for students, teachers, and parents
- Test scores
- Brag page (honors, etc.)

#### 4.3. Optional information

Optional items may be included in a **web** page. They require extensive development and maintenance.

- School or community history
- Department and/or individual grade level pages
- Accelerated Reader list
- Student projects/work (a parent signed media release form should be obtained before including any student work)
- Community school information
- Media resources
- Technology links

### 5. Quality

With the content in place, the "world-class" theme also is ensured by maintaining the overall quality of the information being presented. The following are a list of "Do's, Don'ts, and Debatables" to help you maintain the quality of your page(s).

#### 5.1. Do's for quality

- **Web** page content, including graphics, etc., must adhere to copyright laws.
- The text needs to be free of spelling and/or grammatical errors. If the **web** page displays student work, a disclaimer should be included stating student work is unedited.
- The page should focus on providing information that is clear, concise, and easy-to-read. Large graphics and complex backgrounds can detract from your message and should be used sparingly.

- All **web** pages should be evaluated using the evaluation criteria for supplementary materials that support the GCPS (IFAA) policy and procedures for selection/appeal of instruction materials.
- E-mail must be read regularly if an e-mail address is included on a **web** page. A disclaimer should be included to direct any emergency communication to the school's main phone number.
- All content should be reviewed periodically for data accuracy and to ensure links are valid and appropriate.

## 5.2. Dont's for quality

- Don't use user ids/passwords to licensed databases. Link to appropriately licensed resources, but provide proper user id/passwords to your students, teachers, and/or parents.
- As a safety measure, don't include an interior map of the school.
- As a safety measure, don't associate full names of students (first name and last initial is recommended) or individual student photographs.
- Don't link to inappropriate sites. Be careful, because seemingly innocent sites can provide links to inappropriate sites.
- Don't link to student personal pages.
- Don't link to teacher personal pages not related to profession and containing non-instructional material.
- Don't allow GCPS employees to advertise personal business via school or teacher related **web** pages.

## 5.3. Debatables for quality

Some content should be left up to the discretion of a school. Whether or not to include these items should be discussed with school administrators, school technology committees, etc. before a decision is made.

- E-mail to webmaster/pagemaker - requires someone to read e-mail regularly
- E-mail addresses for teachers and administrators
- Faculty pictures
- Teacher personal pages

## 6. Technical standards

The purpose of a **web** page is to provide information. The reader of the page should not be concerned with technical issues. Creators of **web** pages should consider the following:

- Focus on content, not graphics. The reader shouldn't have to wait for graphics to load to read content. Keep the graphics small and simple.
- Test pages with all browsers. The **web** page audience can have any number of browsers and versions of browsers. Don't just test pages on the "latest and greatest" version.
- Test pages with various monitor resolutions.

## 7. Recommended "Acceptable Use Policy" guidelines

Regardless of the access provided, all users of GCPS data resources must complete an Acceptable Use Policy. This includes teachers, administrators, paraprofessionals, clerical staff, maintenance and facilities staff, technology vendors, and students. Parents may also be required to complete an Acceptable Use Policy if they are assisting students use technology resources, even as volunteers.

Local facilities are responsible for maintaining copies of this Acceptable Use Policy, which must be renewed on an annual basis.