

**GREAT FALLS PUBLIC SCHOOLS
WEBPAGE POLICY
DECEMBER 2017**

Introduction

GFPS webpages are important communication and public relations tools. They represent the District to a worldwide audience. Due to this exposure, there needs to be a certain level of quality control. Additionally, we need to consider the protection of

- the privacy interests of our students;
- the District from spammers and scammers;
- ownership of the content;
- accessibility for all individuals with disabilities; and
- the District's brand via well-designed and cohesive pages.

To that end, the District has prepared the following policy for all GFPS-related websites. If you have questions, please call the Director of Information Technology.

District Department Websites

“District Department Websites” are those websites that represent the District-level departments as listed on District's website. Guidelines include the following:

- All department pages will be under the official District site.
- All department pages will use a District theme that includes the GFPS logo, slogan, search box and home links as approved by Cabinet.
- The Director of Information Technology (IT) will maintain the individual editors for the departments and delete editing rights when someone leaves the District. The department leader will be responsible for informing the IT director when someone leaves.
- All webpages are subject to complying with each component outlined and detailed on the [Web Content Accessibility Guidelines](#).
- All webpages should be kept current and follow District guidelines.
- Prior to publishing any new webpages and/or content, department leaders and other editors should test compliance with the [WAVE Web Accessibility Evaluation Tool](#). When uploading PDF content, department leaders and other editors should test compliance using Adobe Acrobat DC's Accessibility tool. See further guidance in the section, **Content**, below.
- All webpages linked to the District site will be regularly checked by the District's compliance monitoring software. Any content identified as non-compliant will be noted and communicated to department leaders. Non-compliant content must be remediated within 10 days of notification.

School, Department, Team, Grade-Level & Teacher Websites

“School Websites” are those websites that represent the District's twenty-one schools and are linked off the www.gfps.k12.mt.us/schools page under the link titled “Visit school website” for each school. Guidelines include:

- All school websites and pages, including department, team, and grade-level pages, are to be under the District account or on the District's server. The District reserves the right to edit or take down pages if they do not meet District content standards. See Guidelines below.
- Principals should appoint a webmaster(s) to manage its website pages. The webmaster(s) can assign editing privileges to building-specific department, team and grade-level leaders, and teachers as needed. School webmasters, department, team, and grade-level leaders, and teachers are required to participate in training from the Technology Department.

- Schools will use the district assigned theme and format, but may customize webpages with school colors/logos and add other school specific department pages as needed, subject to District content standards.
- Department, team and grade-level pages are to be under the school's website.
- Individual teacher pages are at the discretion of the school. Teacher pages can be established in two ways:
 1. Teachers may set up their own webpage, with their own theme. The teacher will link to the school site and the District site. The school webmaster can link the teacher page from the school site. In this way, if a teacher changes schools or leaves the District, the teacher has full control over his/her webpage. All teacher-owned websites are subject to complying with each component outlined and detailed on the [Web Content Accessibility Guidelines](#).
 2. The school webmaster can set up teacher page(s) under the school's site with the school's look and feel. All webpages are subject to complying with each component outlined and detailed on the [Web Content Accessibility Guidelines](#). Both the school webmaster and the teacher have permissions to edit the page(s). If a teacher changes schools or leaves the District, they may lose the ability to edit their pages, and the page(s) may not be transferred to another school or taken with them.
- All school, department, team, grade-level, and teacher pages should be kept current. The webmaster should break the link to teacher and building department/team/grade-level pages if they are not up-to-date or do not follow District guidelines.
- Prior to publishing any new webpages and/or content, webmasters and other editors should test compliance with the [WAVE Web Accessibility Evaluation Tool](#). When uploading PDF content, webmasters and other editors should test compliance using Adobe Acrobat DC's Accessibility tool. See further guidance in the section, **Content**, below.
- All websites and webpages linked to the District site will be regularly checked by the District's compliance monitoring software. Any content identified as non-compliant will be noted and communicated to school webmasters. Non-compliant content must be remediated within 10 days of notification.

School-Sponsored Student Websites

School-sponsored student websites represent those curricular-based (e.g. student writing blogs), co-curricular businesses, and clubs that are an integral part of the educational program. When teachers set up a website for student content, the following guidelines will be in place:

- All curricular-based websites may be under the teacher's account.
- All business and club websites will be under the school's website.
- The teacher/advisor will be the administrator of the account/webpage at all times. All webpages are subject to complying with each component outlined and detailed on the [Web Content Accessibility Guidelines](#).
- All pages should be kept current. The teacher/advisor should break the link to student pages if they are not up-to-date or do not follow District guidelines.
- Prior to publishing any new webpages and/or content, the teacher/advisor should test compliance with the [WAVE Web Accessibility Evaluation Tool](#). When uploading PDF content, the teacher/advisor should test compliance using Adobe Acrobat DC's Accessibility tool. See further guidance in the section, **Content**, below.
- All websites and webpages linked to the District site will be regularly checked by the District's compliance monitoring software. Any content identified as non-compliant will be noted and communicated to the teacher/advisor. Non-compliant content must be remediated within 10 days of notification.

- Students may create content for the pages but will not publish content to the Internet. Students then have editing rights but not publishing rights.

Acceptable Use

Great Falls Public Schools has adopted and enforces the standards set forth in this Webpage Policy for materials posted on its website and on other webpages hosted by the District. The District reserves the right to remove or disable access to material that violates its acceptable use policies. However, the District does not assume any responsibility or liability for content provided by others, including content provided by faculty, staff, and students on their own personal webpages.

District Guidelines for Website Accessibility, Content & Design

Content Accessibility

1. All webpages are subject to complying with each component outlined and detailed on the [Web Content Accessibility Guidelines](#), as summarized below.
 - a. “Perceivable
 - i. Provide [text alternatives](#) for non-text content (e.g. images will include alt tags and videos will include closed captioning).
 - ii. Provide [captions and other alternatives](#) for multimedia.
 - iii. Create content that can be [presented in different ways](#), including by assistive technologies, without losing meaning.
 - iv. Make it easier for users to [see and hear content](#) (e.g. by using high-contrast colors).
 - b. Operable
 - i. Make all functionality available from a [keyboard](#).
 - ii. Give users [enough time](#) to read and use content.
 - iii. Do not use content that causes [seizures](#).
 - iv. Help users [navigate and find content](#).
 - c. Understandable
 - i. Make text [readable and understandable](#).
 - ii. Make content appear and operate in [predictable](#) ways (e.g. new content should open in the same tab).
 - iii. Help users [avoid and correct mistakes](#).
 - d. Robust
 - i. Maximize [compatibility](#) with current and future user tools.”¹
2. Prior to publishing any new webpages and/or content, editors will test compliance with the [WAVE Web Accessibility Evaluation Tool](#).
3. When uploading PDF content, editors will test compliance using [Adobe Acrobat DC’s Accessibility tool](#).
 - a. Click the Accessibility tool and run a Full check.
 - b. Correct all indicated issues.
4. Editors will test published webpages using a [screen reader](#).

Content

1. Content of webpages must be consistent with the educational aims of Great Falls Public Schools.
2. Pages should include well-written text, edited for spelling and grammar. Content should be written for the web, relevant, clearly defined, and succinct.
3. "Under Construction" signs or blank pages should not be published. Pages will be completed prior to publishing.
4. Each page should contain information relevant to the current school year. All dates, such as on lesson plans or sports’ schedules, should include the year (e.g. 06/08/2015 or June 8, 2015).
5. To avoid confusion, pages should not use underlined text that is not hyperlinked.
6. Content should be organized, with related information on a single page. Every page should have a balanced amount of information. Best practice is single column structure and collapsible mobile-friendly navigation. Once published, editors will preview on a mobile device to test navigation and correct any navigational errors.
7. Pages will provide a link to the appropriate school and District website.
8. Pages will be free of any third-party advertisement with the exception of District-approved fundraisers.

¹ "WCAG 2.0 at a Glance | Web Accessibility" <https://www.w3.org/WAI/WCAG20/glance/>. Accessed 21 Dec. 2017.

9. Webpages shall not include nor link to content that is obscene, libelous or slanderous, promotes illegal activities, threatens the safety of others, or creates a clear and present danger of inciting students or others to commit unlawful acts, violate school/District rules or disrupt the school's/District's orderly operation. The final determination of what is objectionable rests with the school/District administration.

Images/Videos

1. Large images should be avoided in consideration of those who have slower Internet connections.
2. To be ADA compliant:
 - a. Each image will have an alt tag (or alt text) specified with the content of the image. Alt tags give a short description of an image. For instance, a picture of Giant Springs might say "Giant Springs in autumn." Alt tag information is important for users who have vision disabilities or other access issues.
 - b. Images containing text must be labeled with the alt tag detailing the text within. If the text is too lengthy for the alt text, the image cannot be used.
 - c. Videos will include closed captioning.
3. Alt tags and image/video file names (the name of the file when it is uploaded) cannot contain student last names.

Contact Instructions

1. All websites should contain easily accessible contact information.
2. A contact form is preferable. However, if email addresses and phone numbers need to be displayed, use graphics rather than text, which can be copied by spammers and bots. If using graphics to display contact information, images are subject to the above requirements for using alt tags.

Copyright

1. No copyrighted images, graphics, artwork, videos, text, music or other work may be used without written permission of the owner, including student work, which requires guardian permission if the creator is under 18 years of age.
2. Attribution must be supplied with all copyrighted work after permission to use is granted.

Protect Our Students (COPPA, CIPA, FERPA)

1. Webpages will comply with [FERPA](#), [COPPA](#), and [CIPA](#).
2. Before posting any student photos or work, editors will check for Media Release forms in the home school office and comply with guardian request. Photos and names of students are allowed on webpages but limited to first name only. No webpage content should allow people to contact any student directly.