



**Web Site
&
Email Use
Guidelines**

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Overview

These guidelines were created by the Coppell ISD Department of Communications and Public Relations in conjunction with the CISD Technology Department. The objectives of these guidelines are to provide parameters for all District personnel to follow when managing the content of their designated web pages and should be their primary reference to remain in compliance with Board and District policy. These guidelines apply to all of the following: the District web site, department web sites, campus web sites, teacher web sites, campus activity web sites, and **any and all** sites hosted by the District server. All information contained on the web sites will be managed by Schoolwires, the District's content management system.

If a site is found to be out of compliance with these policies, the site will be removed and the responsible personnel will no longer have rights to maintain a District-hosted web site.

***Note:** All District personnel **MUST** abide by the Federal Education Rights and Privacy Act (FERPA) guidelines regarding the posting of student photos, student names, student work, student information, as well as all other guidelines that fall under FERPA. Parents give consent for their child's information to be used by completing the Student Disclosure statement which is accessed during the registration process via the Parent Portal of the CISD web site. It is the responsibility of the campus personnel to ensure disclosures have been verified prior to posting student information on the web site. When checking a student's disclosure status, administrators/personnel must pull the most recent information (as of that date) from the system to ensure no changes have been made. More information regarding FERPA can be found by visiting www.ed.gov/policy/gen/guid/fpco/ferpa/index.html.*

All District personnel must also abide by laws pertaining to ALL copyrighted materials. Copyright laws can be viewed at www.copyright.gov.

Goals and Objectives

- Provide timely, supportive and educational information to the students, staff, and Coppell community.
- Provide easy access to a wide variety of rich media and educational resources which directly support student achievement, professional development, and organizational effectiveness.
- To provide a visual representation of an identifiable, shared online environment to which students, staff, and the Coppell community can belong.

Roles, Responsibility, and Protocol

The web site is managed by the Communications/Public Relations Office; however, it takes all CISD personnel to maintain the accuracy and relevancy of the web site. When viewing the web site, personnel should make note of any inaccuracies or untimely information. When possible, the personnel should correct the information or notify the webmaster of the inaccuracy or irrelevant information.

Calendars

District Calendar:

The District calendar is maintained by the Communications/Public Relations Office. Events on the District calendar must be approved by this department, x6056. All District events should be flagged as a “Mandatory Event” to ensure that these events will automatically populate each campus calendar.

Campus Calendars:

An individual, assigned by the principal, on each campus has rights to post calendar events for their campus. Events should be District/Campus sponsored events only and should not be for outside organizations, events, fundraisers, or individual milestones such as birthdays and anniversaries. Only **campus specific** events should be posted at the campus level, because District events will automatically populate the campus calendar from the District calendar. Each event entered in the campus calendar should be given the appropriate “Category,” so that the event is color coded for the appropriate campus.

*Note: All secondary campus calendars will have the following categories manually built-in to their filtering systems: **Fine Arts, Athletics, and Clubs and Organizations**. Events/items that fall under these categories must be placed as such and should not be listed on the general campus calendar unless otherwise specified by the campus principal. Elementary campuses will not have these categories.*

Site Directors/Editors/District Level

- The webmaster has the role “site director/editor” and can modify all aspects of the District web site and all campus web sites.
- The District level refers to main publishing activities which represent the District as a whole, such as overall structure, style, the main “front pages,” and general top level information.
- Any major modifications to the template design must be approved by the CISD Director of Communications/Public Relations.
- The CISD webmaster is the only individual approved to make changes to the District and campus homepages.

Subsite (Campus Web Site) Directors/Editors/Dept. Level

- Specific individuals on each campus/in each building have been assigned the role “subsite director/editor.” These individuals have the ability to modify their specified campus pages (with the exception of the campus home page).

- It is strongly recommended that the principals and department heads designate a person on their staff to oversee content for their department/campus to ensure that all content is accurate and timely.
- The materials published online are to coincide with any printed materials that exist, but may also take full advantage of the resources and structure of the Web, using internal and external links to relevant resources thus increasing the effectiveness of the information. A process should be in place at each campus/building to ensure all links remain current and relevant.

Section Editors/Campus Level

- Specific personnel have been given the rights to be “section editors” to edit certain pages within a campus or the District web site. For example, teachers can update their teacher web pages and coaches can maintain athletic scores and information for their team.
- Content for campus web sites is the responsibility of the campus principal and/or their designee.
- Every campus is responsible for checking the non-disclosure list for their campus prior to posting any student’s name, picture, art, written work, voice, verbal statements, or portraits (video or still) on campus web pages.

Students

- **Student web pages are allowed for instructional purposes only.** Students may create and publish web pages in the designated student web development area for their campus as part of a class or school sponsored activity.
- Students must have read and agreed to abide by the established CISD User Acceptance Policy and the appropriate Web Site Guidelines prior to publishing online.
- No personal information or data of any student is permitted to be uploaded to the server/District and campus web sites.
- All sites must be educationally based.
- Web pages must be created in Schoolwires (using the template) and any request to have a design outside of the template must receive approval by the CISD Director of Communications/Public Relations.
- Material presented on a student web site must meet the educational objectives of the school-related activity, as well as follow District policy and guidelines.
- Personal web pages are not allowed on the CISD server.
- Student pages must include the following disclaimer:
 - *This is a student web page. Opinions expressed on this page shall not be attributed to Coppel ISD.*
- Student web pages will be removed at the end of the school year unless alternative arrangements are made.

- Material that fails to meet established educational objectives or that is in violation of a provision of Board Policy and Administrative Regulations will be removed. Material may not be removed on the basis of disagreement with the views expressed.
- Any images being prepared for online publication must be cleared by the sponsoring teacher and must meet FERPA guidelines.
- Maintenance of the web page(s) is primarily the responsibility of the student. If the publisher fails to manage and update his/her web page(s) in a timely and appropriate manner, the responsibility falls to the sponsoring teacher who should determine whether to remove the web page(s) entirely or to update as needed.

Teachers/Staff

- Staff must have read and agreed to abide by the established CISD User Acceptance Policy and the appropriate Web Guidelines prior to publishing online.
- No personal information or data of any staff member/student is permitted to be uploaded to the server/District and campus web sites.
- All teachers must follow these guidelines as well as abide by the guidelines outlined in the preceding sections of this document. They are responsible for the appropriateness, authenticity, legal, and educational content of the web pages they (or their students) author.
- It is the teacher's responsibility to verify disclosure information for any and all students that appear on the campus web site per the student disclosure forms.
- All blogs must have the approval process function activated.
- All blog information must be curriculum based and used as a means of facilitating instruction.
- If a teacher or staff member is transferred or moves to another CISD campus, the individual must submit an Eduphoria request to the webmaster to have their information/files/links moved to the subsite for the new campus assignment no later than 45 days prior to the start of the new school year.
- Upon your termination date, all files and web links will be removed from Schoolwires and will no longer be accessible.
- Teachers are responsible for deleting their old and out of date files regularly.
- The minimum requirements for teacher web pages are:
 - Teachers are responsible for maintaining their individual basic information page within their campus web site.
 - An initial template is loaded to each teacher's page at the time their section is created. If this page has not been updated within the first month of the school year, (or hire date), the teacher's section will be deleted from the campus web site.
 - At minimum, this page must include the teacher's photo, name, contact information, and daily schedule.
- In relation to a student web page:

- There must be a teacher for every student page published on your school's web site. If students participate in web development, that teacher is responsible for their pages.
- Where student pages are published, there must be an introduction written by the sponsoring teacher describing the intent of the web pages, accompanied by a District email address where that teacher can be reached.
- No student email addresses for any student who publishes a page should be listed on the student's web page. The sponsoring teacher's email account should be listed at the bottom of the page.

General Requirements

- An individual must log in to Schoolwires with their own log-in only and should not share their log in information with other individuals.
- Pages that contain time sensitive information, such as: calendars, school events, and staff information must be updated, at a minimum, monthly to ensure current, accurate information.
- Web pages must be checked regularly to ensure that external links work, and all internal links must be verified prior to posting.
- All pages must have a title (which appears on the web browser's title bar).
- The "Spotlight" section of each campus home page should be updated with new pictures monthly.
- Banner pictures at the top of each campus home page will be updated during the summer and winter breaks. Please ensure that pictures are provided to the webmaster on a timely basis to facilitate the updating of the banners.
- News stories on the District home page will remain on the "main four" for a time period not to exceed one month.
- For pages developed by staff and students:
 - Each page must, at minimum, contain a link back to the previous level in the campus' web site and a link to the site's main navigational page.
 - Standard pages on the campus web sites must utilize the provided campus template which includes standard navigation across the top and on the left hand side of the page.
- The Coppell ISD web servers are for educational use only. Contents of the site should give information and promote only school-endorsed activities (classes, staff departments, sports, school projects, calendars, fundraisers sponsored by campus administration, etc).
- External links (links to sites and content that is not hosted on an official Coppell ISD web server) must be specifically relevant to the department's/campuses' services, needs, or activities. Acceptable external links include:
 - Sound clips (including songs) must be limited to 30 seconds in length per song to avoid copyright infringement.
 - Commercial links meeting the following criteria:

- Certain commercial links that provide information on purchases to staff and/or students, such as school rings, school supplies, yearbooks, graduation announcements; athletic items, etc. should have approval from the business department prior to being posted.
- All other commercial links, commercial transactions, or advertisements are prohibited on school pages.
 - Curriculum-based educational links that are approved by the campus principal and the appropriate curriculum department personnel.
- To have updates completed by the webmaster, an Eduphoria request must be submitted.

Publishing Guidelines

Note:** In all cases where an external link is used on a campus' web site, the following disclaimer statement must be present on the campus' main navigation page: **Coppell ISD is not responsible for contents on external sites or servers.

- All official campus and district sites must be hosted on Coppell ISD web servers, which are operated by the CISD Technology Department.
- Files hosted on the CISD web servers and hyperlinks from these files should not contain information that is in violation of (or promotes the violation of) any district policy or regulation nor any local, state, or federal regulations or laws.
- The following student information is generally acceptable to include on a campus web page, if parents have given permission/consent to use it per the District disclosure form (FERPA):
 - Student's picture or work with first name, or first name and last initial **only**.
 - No other personal information about a student is allowed, such as email address, physical/home address, or phone number.
- All publications must comply with all state, federal, and international laws concerning copyright, intellectual property rights, and legal uses of network computers. Unauthorized use of copyrighted materials is prohibited. Giving credit (web address or active link) to a company that has created a graphic, design, etc. for a campus page may be allowed unless the Internet filter blocks the site.
- "Hit counters" are permissible but cannot be visible on the entry page of a campus web site.
- Prohibited items include:
 - Personal information of personnel and parent volunteers: non-district email addresses, non-district mailing addresses, non-district phone numbers except as approved by the building principal.
 - Pictures and names of parent volunteers or personnel will be allowed with the campus principal's approval.
 - Student personal contact information of any kind.

- Links to personnel, volunteer, or student personal homepages.
- Any content that is not accessible from inside the CISD network or through the Internet filter.
 Ex: chat rooms, message boards, guest books
- Any use of obscene or inflammatory language, which will result in the loss of network privileges.

Formatting Recommendations

- Use a consistent style on the campuses main pages (individual departments, grade levels, programs, etc. may vary, but the administrative and general information pages should maintain consistency in look and navigation).
- Pages should be sided so they will display properly in a variety of screen resolutions. The web site was developed at 1024 x 768, therefore, pages should be previewed and tested *at least* at 1024 x 768. The web site is not required to support a resolution of 640 x 480.
- It is preferable that web pages not scroll beyond two screen lengths. Additional pages may be considered as an alternative in order to cover the necessary material.
- Regular text entries on web pages should be limited to the fonts: Arial, Helvetica, Times New Roman, and Courier New. Any special fonts should be saved and used as graphics to ensure that they display properly. To the best of your ability, use standard fonts that are consistent with District/campus web sites.
- Avoid color schemes or backgrounds that make the information on the page difficult to read. Document colors should be “web safe” as much as possible to ensure they will display properly on a monitor running at 8-bit color depth (256 colors).
- Avoid using white text or links (white is difficult to print).
- Red text should be reserved for links only. Links will appear red automatically and do not need to be formatted red.
- Graphics should be used judiciously. Each page (including graphics) should not exceed 50K except in rare situations.
- Animated GIF files should be used very sparingly and need to be relatively small.
- Loop iteration should be limited and animated GIF’s should never loop indefinitely. The amount, size, and type of graphics used have the most direct effect on the “load time” of web pages.
- Video and audio files may be used when they are appropriate and are compressed properly. They are generally large files that take long “load times” for the user and many times require some users (non-district networked machines) to have special plug-ins or viewers/players in order to view or hear the files.

**See the following sample of the use of a resource box in the upper right hand corner.*

Resource Box Example

Home > Departments > Technology

Technology Department

The Mission of the Technology Department is to provide secure, redundant and scalable services for all stakeholders to achieve the following goals:

- Ensure the availability of computer hardware, software and connectivity;
- Provide teachers, students and parents with a framework that facilitates collaborative teaching and learning;
- Increase CISD staff's level of technology integration expertise;
- To empower our users by making information technology accessible anytime and anywhere.

Technology Directory - 214.496.6900
1303 Wrangler Circle, Coppell, TX 75019

Last Name	First Name	Title	Phone #	Email
		Help Desk Manager	214.496.6975	
Becerra	Patcee	PC Technician	214.496.6992	pbecerra@coppellisd.com
Branum	Chad	Executive Director of Technology	214.496.6900	cbranum@coppellisd.com
Hardwick	Cyndy	PC Technician	214.496.6960	chardwick@coppellisd.com
Jones	Chris	PC Technician	214.496.6978	chrisjones@coppellisd.com
Lyssy	Judy	Technology Purchasing & Secretary to Executive Director of Technology	214.496.6962	jlyssy@coppellisd.com
McGilvray	Stephen	Network Engineer	214.496.6950	smcgilvray@coppellisd.com
Quinones	Shylene	PC Technician	214.496.6977	squinones@coppellisd.com
Shuga	Shelley	PC Technician	214.496.6978	sshuga@coppellisd.com
Stouff	Chris	Coordinator of Information Systems	214.496.6900	cstouff@coppellisd.com

Quick Access

Overview

Instructional Technology


Policies & Procedures

Texas Education Agency

Texas Computer Education Association

TEA Internet Safety Resources

CISD Web Site and E-mail Use Guidelines



Email Use Guidelines

The following “email use guidelines” apply to all emails sent and received both internally and externally using a CISD district and campus email account. It also applies when sending emails to e-groups.

- Professional communication will be the standard expectation for all staff members when corresponding with faculty, staff members, colleagues, parents, students, or any other entity using the CISD email system.
- Students are NOT allowed to use teacher email accounts.
- Faculty and staff members will open their email accounts at the beginning of the day and correspond in a timely manner with other colleagues, district personnel, and parents.
- Student names may not be used in the SUBJECT line of an email message.
- All employees must use an “email signature” containing their name, position and contact information.
- Emails must apply to school/district business only. Distribution lists may not be used for personal communication, advertisements, to promote fundraisers or notifications of a personal nature. Information of this nature can be posted within the Staff Portal using the C-Bay feature.
 - Examples of “non-acceptable” email use: Girl Scout cookies, fundraisers, personal information, help with packing and moving, items for sale, etc.