



Lake Forest School District 67 Web Publishing Guidelines

(Revised 10/20/11)

The purpose of the Lake Forest School District 67 Website is to further the mission of the District by providing an electronic information and communication service that will be of use to all the District's constituencies. To this end, all District-authorized web pages posted or linked to the District website must follow the guidelines outlined in this document to ensure all pages contain **quality, up-to-date,** and **appropriate** information.

Content:

1. All content and links shall conform to District and school board policies, established school guidelines and copyright laws, and shall not violate federal, state or local laws. The District reserves the right to remove any web pages, websites, or links deemed inappropriate, or contrary to District or board policies without notice. The Web Content Manager will be contacted and informed that the page has been removed.
2. All content must relate to curriculum, instruction, school-authorized activities, or general information that is relevant and appropriate. Web pages for individuals or organizations not directly affiliated with the District are not allowed. Work may be published only as it related to a class or other school-related activity.
3. Web pages may not contain commercial advertisements for personal gain.
4. Education links are allowed on pages if the site is curriculum content focused and not primarily commercial content and is appropriate in a school setting. In all cases where an external link is used on a school web page, the following disclaimer statement must be present on the teacher or school's main navigation page: "*District 67 is not responsible for the content of external sites and servers.*"
5. Web page will not use text, graphics, multimedia or copyrighted material from other websites without consent of the author or utilization of proper attribution under creative commons licensing.
6. Web Content Managers should make a reasonable effort to ensure that posted information is kept up-to-date, and that links to other sites are still active. The District has discretion to deactivate out-of-date, non-compliant websites with notice.
7. The teacher-created portion of all Web pages must be free of spelling and grammatical errors; posted student work should be of high quality appropriate for the age of the student.
8. Student and/or teacher-created work and photos (for example: writing, artwork, images, audio, video) may be published when it relates to a class project, course, or other school-related activity. **No personal information, other than a student's first name, classroom or teacher will be included.** Any parent or guardian, who does not want their child photographed for District 67 use must submit, in writing, a statement to the Superintendent of Schools. This letter will be kept on file in the Superintendent's office. In this case, the student's photo will NOT to be used on the website. *(This paragraph supercedes the following sentence contained in the Lake Forest School District 67 Employee Internet Acceptable Use Agreement "only post a student's picture with*

written parental consent.” This applies to any staff member who wishes to post a student’s photo on the District website as long as that staff member has signed a Web Account Agreement.)

9. School, teacher and staff members’ information, photos, and District email and work phone numbers will be posted as public information. Teachers and staff should include their name and District contact information on their web pages as a convenient means of communication for their web site visitors, and provide a link back to the school or District home page.
10. Personal, non-district related web pages, “guest books,” “chat areas,” and “message boards” or similar areas are prohibited.

Roles and Responsibility

1. **Director of Communications.** The Director of Communications of Lake Forest School District 67 has the responsibility for content information published on the District website. The Director of Communications ensures that all constituents understand and adhere to the District’s Web Publishing Guidelines and meet minimum content standards. The Director of Communications and Webmaster set, review and enforce the Web Publishing Guidelines.
2. **IT Director.** Responsible for network and technical administration of the District web server, including storage, security, backup and recovery and upgrades to system.
3. **District Webmaster.** Under the direction of the Director of Communications, the District Webmaster designs, develops, and maintains the District website and manages all user accounts and web server space. The District Webmaster responsibilities include:
 - A. Coordinating and overseeing the activities of other people working on the site.
 - B. Providing support, training and guidance to District employees working on web pages and projects.
 - C. Acquiring and uploading information from District employees.
 - D. Troubleshooting and resolving website performance issues.
 - E. Organizing and formatting information on the website to conform to the current Web Publishing Guidelines.
 - F. Reviewing the site for possible content and design revisions and compliance to Web Publishing Guidelines.
 - G. Proposing new guidelines and policies relating to the website; updating and publishing Web Publishing Guidelines as needed.
4. **Site Administrator.** The **School Site Administrator** is the School Principal (or their designee) of Lake Forest School District 67 who has the responsibility for the accuracy and appropriateness of content information published on their school’s website. **Other Site Administrators** may include District 67 APT or Spirit of 67 Presidents (or their designee) who have the responsibility for the accuracy and appropriateness of content information on their websites linked to the district or school websites.

5. **School Tech Coaches.** Under the direction of the School Site Administrator, the School Tech Coach:
 - A. Trains colleagues (School Content Managers) on proper construction of Web pages to create and upload their websites, and in image editing skills.
 - B. Provides on-going technical support and guidance to School Content Managers. Reports technical issues to District Webmaster.
 - C. Ensures that District standards are met and Web Publishing Guidelines are followed, and that all School Content Managers have signed a Web Account Agreement.
 - D. Works with teaching and Media staff on developing and maintaining curriculum resources.
6. **Content Managers.** Any employee of Lake Forest School District 67 or any authorized representative of the District 67 APT or Spirit of 67 Foundation who assumes responsibility for publishing on the district or school's websites or who maintains a website linked to the district or school websites. Under the direction of the Site Administrator, Content Managers:
 - A. Read and agree to abide by the Lake Forest School District 67 Web Publishing Guidelines, and sign and submit Web Account Agreement.
 - B. Ensure accuracy and appropriateness of all material to be published.
 - C. Practice effective file management so only current materials are on the web server (District 67 personnel only) and keeps backup copies of all active materials.
 - D. If needed, participate in website creation training such as Weebly, Wiki, iWeb, Dreamweaver or other.

Web Publishing Standards

1. Attention should be paid to the appearance of the page on various browsers, platforms, and screen sizes. Test on popular browsers (Internet Explorer, Safari, and Firefox) and operating systems (Windows and Mac).
2. Avoid using page elements that require plug-ins that are not freely available on all major platforms. If a plug-in or helper application, such as Adobe Reader, is needed to view the site, a link to that download site may be used.
3. Whenever possible, documents that are posted on the website should be available in a format such as .pdf that is viewable on all major platforms without requiring proprietary software.
4. "Under construction" or "coming soon" pages should be used sparingly, and completed in a timely manner.
5. Large images, sound and video files, computer-specific fonts, and bright, hard-to-read backgrounds should be avoided or used sparingly. Consideration should be given to load time.
6. Date of last update should be included on a web page or site.
7. A well-organized web space will facilitate updating and maintaining the website. Folders should be used for images and related pages. Outdated or unused items should be removed, and the home page should reside at the root level of the allotted web space.

8. File names should be lowercase with .html extension.
9. Images should have one of the following extensions: .gif, .jpg, or .png. Images should be resized prior to being posted on the website. Most photos should be no bigger than 600 x 400 pixels and should have a resolution of 72 dpi.
10. District furnished templates should be used for all district or school pages housed on the District web server.

Director of Communications:

Anne Whipple, awhipple@lfschools.net, 847-604-7409

Webmaster

Janice Patterson, jpatterson@lfschools.net, 847-604-7421

School Site Administrators

Cherokee / Sheridan - Dr. Michelle Shinn or Bob Bolin

Everett - Dr. Ingrid Wiemer or Bridget Booker

Deer Path Middle School - John Steinert

Tech Coaches

(Check with your school for your assigned Tech Coach)

Web Account Agreement

Signing this form states that I have read and agree to adhere to the guidelines set forth in the **Lake Forest School District 67 Web Publishing Guidelines.**

Signed _____

Print Name _____

Location/School/Organization _____

Grade (for Teachers) _____

Department (for District Staff) _____

Date _____

URL of website, or location on server: _____

Signature of Site Administrator

Date

The District reserves the right to remove any web pages deemed inappropriate or contrary to District policies. The content manager will be contacted and informed that the web page has been removed.

Web Account Setup Form

For access to the District web server to post or update web pages or websites.

Name _____

School or Department _____

Phone Number _____

Folder Name and Location _____

Requested Username _____

Requested Password _____

Have you signed a User Agreement? _____

Principal/Department Administrator Signature _____

Date _____