

Willis Independent School District

Web Site Development and Implementation Guidelines

The purpose of these procedures is to establish standards and guidelines for developing, implementing and maintaining the Willis ISD web site in order to achieve the goals and objectives of the District. Furthermore, these standards will assist in maintaining accurate content and a consistent visual identity throughout the hierarchy of web pages of the Willis Independent School District (WISD) web site.

Definitions and Standards for Web Site Development

Web Site Advisory Group - The Web Site Advisory Group shall define goals and evaluate results of the web site/sites. The members shall include representatives of the following:

1. WISD Webmaster - The WISD Webmaster shall manage the primary WISD web site and web server (<http://www.willisd.org>) and component web sections; and coordinate all WISD sponsored web sub-sites.
2. School Principal or Department Director - The principal or department director shall provide general oversight of web content and give written authorization for the Campus Webmaster to upload files to web server.
3. Campus Webmasters - The Campus Webmasters shall be staff members who develop and implement web pages and web sections for departments or schools with permission from the supervisors or principals.
4. Web Authors/Editors - The web authors/editors shall be staff members or students who utilize tools/technology to produce and edit web pages.
5. Web Assistants - The web assistants shall be staff members or students who may provide graphics, photos, text, editing, or other expertise toward the web page content.
6. Advisors - Advisors shall be parents, students, or citizens who assist with ideas for web sites. Guidelines that are in place for volunteers will be implemented for web site advisors.

General Standards

Web Sites are groups of web pages with a unique domain name. The WISD primary Web Site is <http://www.willisd.org>. Web Sections are groups of web pages in a web site. For example, department or school web pages comprise a “web section” of the WISD webs site.

1. Each school and department shall have oversight of the development and implementation of web page components for their department or school web section.
2. The Campus Webmaster of a department or school shall plan, produce, maintain, review and upload web page components per district procedures and ensure that standards are followed for their department or school web section.
3. The WISD Webmaster shall maintain the WISD web site and web server; create and ensure policies and standards are followed; ensure accessibility of WISD web sites; produce web site content; implement interactive features of web sites; recommend, plan, and implement the growth of the web site program, coordinate outside services related to the web site.
4. The Campus Webmaster may assist web authors/editors with initial web page development by request 4-6 weeks in advance of anticipated posting date.

Planning Standards for Web Site Development

1. A Web Site Committee shall be established in each school and department to plan and implement school and department web sections. The committee shall consist of the school principal or department supervisor, Campus Webmaster, web authors, assistants and advisors.
2. Planning for web development shall include the following elements:
 - A. Vision statement or purpose
 - B. Target audience
 - C. Goals and objectives
 - D. Topics and content
 - E. Interactive functions
 - F. Software and files required
3. Interactive web functions and applications shall be planned based on their impact on user accessibility, educational value, requirements and budget. Implementation shall require authorization of the Web Site Committee and the WISD Webmaster.

Content Standards for Web Site Development

Content planning standards described below shall be followed:

1. Produce a flow chart for page organization and user navigation of departments, services, classes, and/or other topics and information.
2. Gather the information for each topic or web page.

3. Develop a storyboard (draft of copy, graphics, navigational logic, etc.) that will be on each web page.
4. Submit a draft of web page content to one or more members of web team as well as Campus Webmaster or team for review and approval.

Content production standards described below shall be followed:

1. The WISD standards contained in Local Policy CQ shall be adhered to.
2. The purpose of each web page shall be clearly presented with the audience in mind.
3. Text and graphics may be produced using HTML and/or a web editor and graphic editors. All pages uploaded to the web server must be HTML inserted within the district template. Web pages uploaded to an outside service under contract with Willis ISD must be in a format acceptable by that service.
4. Name of the web page author, the date produced or revised and the e-mail address of the author shall be included on the web page.
5. Administrative departments shall include a description of what their department is responsible for as well as an email address to receive questions about their department.
6. Text shall be proofed and error free.
7. Navigational instructions text or graphics links shall be logical and clearly presented and match the District scheme and pattern.
8. Standard publication copyright laws for publications on web pages shall be followed.
9. Web page content shall be kept up to date and maintained regularly.

Schools and administrative departments may publish names, photos, and individual work of students or staff on web pages to recognize achievements and awards.

However, the following standards shall be adhered to:

1. Students' names shall not be published in reference to or under group or individual photos. Group photos can have the group name only.
2. Staff members' names may be published with a photo if written permission is given.
3. Written permission from parents, students and staff shall be obtained before publishing names or photos, individually or in a group. (Attachments I and II)
4. Individual work, such as artwork or writings, shall be published with written permission of the student or staff member. (Attachments I and II)

5. No signatures or personal data of any kind shall be published.
6. Email addresses and professional titles of staff members may be published without the permission of a staff member. District phone numbers and addresses may also be published.
7. Completed and signed forms are to be filed on campus or in departments and a copy must be sent to the WISD Webmaster prior to web page activation.

Format and style standards described below shall be followed:

1. Administrative departments shall follow standard formats, colors and graphic designs as designated in the standardized template provided by the District or Campus Webmaster.
2. Schools and other WISD related web sites may use formats, colors, and features of their choosing within all framed areas of the site that they have access to; the framed area will be within a template provided by the district.
3. All fonts on all main web pages will be Arial.
4. Fonts on student and staff pages will be the authors' choice.
5. Composition of all the elements on each screen shall be uncluttered so that information can be easily and quickly read without excessive horizontal or vertical scrolling (640 pixels wide viewing area if possible). This is also the recommended width for printing purposes.
6. Web page colors formats and other graphic elements shall look harmonious and consistent throughout all the pages of the web.
7. Graphics shall be as small in file size as possible to ensure downloading speed and to conserve web server space.
8. Web page headings, banners, topics, and navigational text/graphics shall be logical and similar on all the pages in a section so that the user understands the hierarchy of the topics.
9. All web sections and web pages shall have a reference and hyperlink to the primary WISD web site home page (<http://www.willisd.org>) as well as their parent page.
10. All staff, student, organization, and subgroups will be no longer than 8 pages.
11. A reference web page shall be available on the WISD web site for WISD web authors to access with WISD logo, templates, graphics, and development guidelines.

Technical Standards for Web Site Development

1. Web page file size shall be kept as small as possible to facilitate better access, with the suggested page size of 40K or less.
2. The basic amount of web server space provided for each school's web files shall be 200 megabytes. If more space is needed, it shall be decided on a case by case basis.
3. The standard font for text is Arial, size 10, or HTML size 2. Headings, titles, etc. may be larger. Bold, italic and underline may be used at the authors discretion.
4. Meta tags (HTML code that lists topics for searching) shall be used on main web pages so that search engines can find those pages listed under relevant topics.
5. The WISD Webmaster shall ensure that resources and bandwidth are available if web sections require utilization of interactive, communication, and data base functions and applications.
6. Policies/regulations related to network security shall be adhered to.

Review Standards for Web Site Development

1. Web pages shall be reviewed, proofed and evaluated by a member of the web committee other than the author before final upload.
2. The WISD Webmaster shall review any newly created web pages from administrative departments before uploading to the web server.
3. Web pages shall be updated on a regular basis.
4. Time sensitive information shall be updated promptly.
5. New web pages and revised pages shall be signed and dated by the web author.
6. Feedback shall be obtained from Internet users concerning web site accessibility, usefulness of information, and recommendations for additional information or features.
7. Campus Webmasters and the WISD Webmaster shall check links to other web pages or web sites periodically for accuracy.
8. Campus Webmasters shall report the following to the WISD Webmaster:
 - A. New web sites being planned
 - B. New web page collections developed
 - C. New Campus Webmasters designated
 - D. Changes in school personnel which need to be reflected in the WISD web site
 - E. Web pages not accessible
 - F. Changes in links
 - G. Web problems or errors encountered by developers or users

- H. Suggestions for improving or enhancing web pages
 - I. Comments from the public which will be helpful in evaluating the effectiveness of the web site
9. Web site visitor traffic shall be monitored and documented by Campus Webmasters and/or the WISD Webmaster, as measured by number of visits ("hits") per day.

Publishing Standards for Web Site Development

1. Designated Campus Webmasters shall publish web pages to the web server with written permission from the department supervisor or school principal.
2. The Campus Webmaster shall copy files to the web server by networked drives or through web editor software and shall obtain permission to access the web server through network User ID and password validation.
3. After uploading files to the appropriate folder, the WISD Webmaster must be notified to activate the page.

Training Standards for Web Site Development

1. Training related to uploading of files to web server shall be provided by the WISD Webmaster for authorized Campus Webmasters.
2. Other web page development training shall be provided through WISD staff training programs or outside vendors.
3. Web site development guidelines, procedures, resources, and instructional tips shall be available in the WISD web site authoring technical support section in the Exchange Public folders.
4. A User Group of web page development authors and managers shall be established to exchange information and resources. Postings will be made in the Exchange Public folders.

The Superintendent or their designee shall appoint the WISD Webmaster and be responsible for monitoring and implementing these guidelines.

Willis Independent School District Internet Publication Release and Consent Form for Students

Please check the boxes and sign below to authorize the acceptance or rejection of permission to publish student's photograph, name, or work (artwork, writings, etc.), on the Willis Independent School District Internet web site.

Note: It is against Willis Independent School Districts' policy to publish any student name with photo on the school division's web page.

Group photo may be published: Yes: No: (group will be named, not students)

Individual photo may be published: Yes: No: (no name will be published)

Student's name may be published: Yes: No: (no photo will be published)

Student's work may be published (artwork, writings, etc.): Yes: No:

I hereby give authorization, indicated above by checkmarks, and release Willis Independent School District from liability resulting from or connected with the publication of this information.

NAME OF STUDENT

SIGNATURE OF STUDENT

DATE

Name of Parent or Guardian

Signature of Parent or Guardian

DATE

Name of School

Name of Web page developer

<http://www.willisd.org>

Complete URL of web page this document covers

Willis Independent School District Internet Publication Release and Consent Form for Staff

Please check the boxes and sign below to authorize the acceptance or rejection of permission to publish your photograph, name, or work (artwork, writings, etc.), on the Willis Independent School District Internet web site.

Note: Group photos (photos of 2 or more individuals) relevant to campus or district activities will be published with or without consent of any of the parties in the group. Email addresses of staff members will be published in a school or department directory with or without consent.

If a group photo is published, is it OK to name you in a listing of those in the group?
Yes _____ No: _____ (group will be named regardless of your answer)

Individual photo may be published: Yes: _____ No: _____

Name with individual photo may be published: Yes: _____ No: _____

Artwork, writings, etc. may be published with name: Yes: _____ No: _____

I hereby give authorization, indicated above by checkmarks, and release Willis Independent School District from liability resulting from or connected with the publication of this information.

Name of Employee

Signature of Employee

Date

Name of School

Name of Web page developer

<http://www.willisd.org>
Complete URL of web page this document covers _____