

Web Page Administrative Procedure

Purpose

Manchester City Schools' web pages have been established as a forum to educate and inform the public. It serves as a communication vehicle to publicize the goals, accomplishments, activities, and services of the District and of each school. Intended audiences include: students, parents, prospective parents, employees, prospective employees, and the community at large. All content contained on the web pages is consistent with the educational aims of the District.

Student Safeguards

1. No student pictures or names will be published on any Manchester City Schools' web pages without the express consent of the parent or guardian. The name of a student will not be published in conjunction with a picture of the student on a Manchester City Schools' web site. Likewise, personal information about students will not be published.
2. Student work may be published on a Manchester City Schools' web site with express written consent of the parent or guardian under the following guidelines:
 - Grades K-9 – Authors of electronically published work may be identified only by first name.
 - All student work published must pertain to a class project, course, or other school-related activity.
3. Web page documentation may not include any information which indicates the physical location of a student at a given name.
4. No student e-mail addresses should be given on the web site.
5. Filenames for web pages and images should be checked to ensure that students' names do not appear in the name. (e.g., johndoe.gif)
6. Personal web pages for students are not permitted as part of Manchester City Schools' web site. Links to personal student web pages from Manchester City Schools' web sites are likewise not permitted.

General Guidelines

1. Web pages publications must comply with all state, federal, and international laws concerning copyright, intellectual property, and use of telecommunications.
2. The content of school and District web pages must be consistent with the educational aims of the Manchester City Schools' Board of Education and letter and spirit of the Manchester City Schools Board of Education policies. All subject matter should relate to curriculum, instruction, school-authorized activities, general school-related information that is appropriate and of interest to others, or information that relates to schools within the District.
3. It shall be the responsibility of the school principal to approve all content on the school's web content should be updated on a regular basis with the revised date posted on the web site. Updates should be made no more than once per week and no less than once per semester.
4. All web pages should be free of spelling and grammatical errors.
5. School web pages should not serve as community bulletin boards.

TECHNICAL STANDARDS

1. Each school web page should contain the following information: school name, address, telephone number, and fax number, date of last modification, webmaster's name and e-mail address, and a link to the District web page.
2. In developing web pages, consideration should be given to loading time. Large graphics and animations should be limited.
3. Pages should be structured for clarity, readability, and ease of navigation.