

# **BERNALILLO PUBLIC SCHOOLS**

## **Web Publishing Guidelines**

### **General Guidelines**

These guidelines contain resources and documents related to publishing on the World Wide Web on the Bernalillo Public Schools Network. Technology users and decision-makers in schools and District departments will find it an invaluable guide for publishing on the Web.

First and foremost, these guidelines will ensure that any material posted for the global community reflects the high educational standards of Bernalillo Public Schools. All published pages and corresponding links stored on District servers must be related to Bernalillo Public Schools educational goals and objectives or related to school-sponsored activities.

These guidelines were developed as a reference tool. This resource contains the BPS web site goals, administrative regulations, and specific guidelines for publishing at all levels. It defines the roles of responsible participants from the District level to staff members who publish on the Web.

Developers of web pages intended for publication on the District web server need to meet the guidelines and responsibilities outlined in this document and the current version of the Bernalillo Public Schools' Technology Plan. The district website is a reflection of our school community. This valuable resource allows our district to demonstrate our commitment to excellence. It is our obligation to provide the most current information in a professional manner.

### **Goals of the BPS Web Site**

To provide timely, supportive and educational information to the students, staff and community.

To provide easy access to a wide variety of rich media and educational resources which directly supports student achievement, professional development, and organizational effectiveness.

### **Responsibility**

- The Education Technology Department has the final authority for issues related to the content of all pages that are part of the district websites.
- Individual staff members who author web pages are responsible for ensuring that their pages meet the guidelines for content and format specified in these guidelines and are up-to-date.
- Building principals and website committees are responsible for being knowledgeable about the content of their building/program webpage.
- Any problems with web pages must be reported to the Education Technology Department. These issues must be sent through School Site Work order Coordinators.
- Personal viewpoints and opinions are not permitted on classroom or district web pages.
- Any deliberate tampering with or misuse of district network services or equipment will be considered vandalism. Any unauthorized access or tampering of classroom, school site, or district web pages could result in disciplinary actions and termination of network privileges.
- Staff members are responsible for keeping access information to web design software confidential. If a staff member feels their password information has been jeopardized they must contact the Education Technology Department immediately. Anyone sharing password information with unauthorized users will lose their website privileges.

## Standards for All Web Publishing

Materials appropriate for placement on the Bernalillo Public School web site includes information about the District, department activities or services, schools, teachers or classes, student projects, and student extracurricular organizations. Educational resources for staff, students and the community may also be published online. Personal information, not related to education, will not be allowed on the BPS web site. All content published via the BPS network must comply with the following:

1. Staff must have read and agreed to abide by the established BPS Acceptable Use Policy and Web Publishing Guidelines prior to publishing online.
2. All publications must comply with all the state, federal and international laws concerning copyright, intellectual property rights, and legal uses of network computers. Faculty members must clearly identify the sources of documents they post, and provide complete citations for documents, or sources which are incorporated in the District/school web site. Copyrighted materials must be clearly identified, and prior written permission must be secured before using others' copyrighted work in electronic form.
3. All publications must comply with the Board policies, administrative regulations, these Web Publishing Guidelines and other District guidelines provided for specific levels of publishing.
4. All district Web publications will reside primarily on the District's network server.

## Publishing Expectations:

1. All District web pages should meet goals of high quality in both style and presentation.
2. **All District web pages must be up-dated regularly and contain current information.**
3. Correct grammar and spelling are expected. All information must be verifiable.
4. Only BPS staff members may publish their district email address and contact information. No student email addresses or contact information may be published on the web site.
5. Student photographs and work may be published on the web site unless the parent(s) or guardian(s) have signed the **Web Publishing Right of Refusal Form (grade 6-12), Grade K-5 will require a Permission Form**. (Attached) This signature page will reside with the designated staff member at the site where the student resides.
6. Commercial use for pursuit of personal or financial gain is prohibited.
7. All communications via the district web pages will be free of offensive behavior – religious, racial and sexual harassment and violence.
8. Any digital images posted on the school or district website must be for instructional purposes. Images and statements reflecting personal opinions, endorsements, or affiliations are not permitted.
9. Links to personal web-pages are not allowed.

## Web page Requirements

### School Pages

- Contact Information (Main Phone Number, Address, BPS e-mail addresses for Administrators and Office Staff)
- Photograph for Administrators (optional) and office hours
- NEW! Link to Skyward Family Access site on homepage
- Mission and Vision Statements
- Monthly Newsletter
- School-wide Activities (Assemblies, Parent Group Meeting dates, Assessment dates, Progress Reports/Report Card distribution dates)
- Daily School Schedule (bell schedule, etc) – Middle and High School
- EPSS (Educational Plan for Student Success)
- Parent/Family/Student Handbooks
- Course Handbook - BHS

- Extra Curricula Activities/ Before and after school programs
- School liaison information (Pueblo, truancy, etc)
- Optional Information (i.e. Daily Announcements, Lunch Menus, Alternate schedules, Staff directory, "Spotlight" or Student Achievement)

### **Classroom Webpage Requirements**

#### **Homepage**

- BPS e-mail address ( [\\_\\_\\_\\_\\_@bps.k12.nm.us](mailto:_____@bps.k12.nm.us))
- Main school phone number or extension
- Best time to call
- Room number
- Teacher may include other information, such as, upcoming events, project/assignment information, tutoring information, etc

#### **Teacher Professional Biography**

- Professional photograph is optional
- This page should include information such as, education, endorsements (ESL, TESOL, Reading, etc), teaching experience, middle and high school teachers should include subjects they currently teach
- Please do NOT include personal information, such as marital status, children, etc.

#### **Classroom Information** – This page should have the following folders for information

- Supply List/Lab Fees
- Homework Assignments (This can also be done on a Calendar page, if you prefer. Please contact Education Technology department for more information)
- Homework and Classroom Policies
- Monthly Calendars (Snack, Specials, Field Trips, etc.) – **Elementary Only**
- Newsletters – **Elementary Only**
- Syllabus – **Middle and High School Only**

#### **Useful Links** – **Required for Middle and High School – Optional for Elementary**

- This page should include links to reputable resource sites for the subject(s) being taught in your class. These are sites that are appropriate for students and are directly related to your curriculum. Elementary teachers are encouraged to provide sites that are valuable resources for parents and students.

### **Webpage Requirements for Extra Curricula (Athletics, Clubs, Before/After School programs etc.)**

- Contact information for sponsors or departments
- Overview (What is it?)
- Requirements/policy for participation
- Forms (registration, physical, parent consent, etc.)
- Schedule of Events

### **Special Education Department**

- Contact information
- Overview of department
- Bio Page with Special Ed. Teachers
- Bio Page with Support Staff (SLP, OT, PT, Psychologist, etc)
- Links to Community Resources, Learning Disabilities, etc

### **Counseling Department**

- Contact information
- Overview of Department
- Bio Page

- Links (Community Resources, Collage Prep info., Credit recovery, etc)

**Nursing/Wellness Center**

- Contact information
- Overview of Department
- Bio Page
- Documents (Physical Form, Emergency Contact form, Parent Authorization for Medication Disbursement form, When to keep your child at home, When will students be sent home?, etc)
- Links (childhood diseases, new health information, head lice information, etc)

**Librarian – If you serve two school sites, you must have a page at each site**

- Contact Information
- Overview (Services)
- Bio Pages for Librarian/Assistant
- Events (Book Fair, Guest Authors, Storytellers, etc)
- Media Links (Public Library, Encyclopedia sites, career readiness, links to textbook publisher, language links etc)

**Technical Standards**

- The district web server is located at the Education Technology Department, with access through the district network.
- The individual staff member developing web pages will maintain current information; ensure that the web pages meet the standards for content, technical organization and structure. Staff members will assume responsibility for updating the links as needed.
- The Education Technology Department will determine directory structure.

**Removal of Pages**

The Education Technology Department reserves the right to remove any web pages deemed inappropriate or in violation of state and federal laws, District policies, or any of these policies, procedures or guidelines. These web pages will be removed from the server and the author and their supervisor will be notified. “Inappropriate” includes but is not limited to libel, plagiarism, illegal activities, copyright infringement, misinformation, harassing materials, and pornography.

**Note: These guidelines are in addition to and not a replacement of the District's Acceptable Use Policy.**

**GRADES Pre-K – 5 ONLY**

**Permission Form**

BPS district website [www.bernalillo-schools.org](http://www.bernalillo-schools.org)

Parent/Guardian Permission:

☐ I **do** grant Bernalillo Public School (BPS) permission to publish **photographs** of my child on classroom or district web pages.

☐ I **do** grant Bernalillo Public Schools (BPS) permission to publish **documents** created by my child on classroom or district web pages.

Parent/Guardian Signature: \_\_\_\_\_

Please Print:

Students' Full Name \_\_\_\_\_

Date: \_\_\_\_\_

School Site: \_\_\_\_\_

Grade: \_\_\_\_\_

Homeroom Teachers' Name: \_\_\_\_\_

School Year: \_\_\_\_\_

**GRADES 6 -12 ONLY**

## **Right of Refusal Form**

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School Site: \_\_\_\_\_

Grade: \_\_\_\_\_

Homeroom Teachers' Name: \_\_\_\_\_

School Year: \_\_\_\_\_