



Web Content Standards & Guidelines

VISION

A world-class, student-focused learning system is the vision of the Smackover-Norphlet Public Schools, and our presence on the World Wide Web must illustrate that. With our Vision statement “One Great School District with a Thousand Opportunities” and our academic mission to “Prepare Students in Becoming College and Career Ready Citizens,” the role of our Web site is clearly identified:

- We will produce content-rich Web pages where visitors can consistently receive accurate, clearly presented information.
- We will provide outstanding customer-service via our Web site by posting useful content.
- We will create user-friendly Web pages that provide equal and efficient access to Smackover-Norphlet Public Schools information and services.
- We will train and support Smackover-Norphlet Public Schools staff to develop quality content that meets the overall motto and mission of our Web presence.
- We will ensure that information on the Smackover-Norphlet Public Schools website is accessible to individuals with disabilities in compliance with the requirements of Section 504 of the Rehabilitation Act of 1973 and the statute’s implementing regulations at 34 C.F.R. Part 104, Title II of the Americans with Disabilities Act of 1990, the statute implementing regulations at 28 C.F.R. Part 35, WCAG 2.0 Level AA Guidelines, and to WAI-ARIA 1.0 for web content.
- We will provide reliable and secure Web access, available 24 hours a day, seven days a week in which user privacy and transaction integrity are ensured.
- We will create content with a focus on our education community – teachers, students, parents, and community – as well as facilitate information with the School Board, Superintendent, and school principals.
- We will support our motto and mission by creating content that helps all students achieve, involves and informs parents, facilitates teacher and staff development, and fosters community support.
- We will create Web content that effectively markets and promotes our schools, our initiatives and news about Smackover-Norphlet Public School.

WEB PUBLISHING GUIDELINES

Documents posted on District Web sites are a reflection of Smackover-Norphlet Public Schools. Web pages and digital information should be presented in a professional manner and must support the educational and informational goals of the District. The content of Web pages will offer information about the District and its schools and should refrain from personal information not directly related to the District's mission and goals. Web pages could include:

- Vision and mission statements and school educational objectives;
- Announcements, e.g., awards, school news, or extracurricular events;
- Staff and student pictures (with staff and parental consent) and information;
- Building events or news, e.g., school closures, parent meetings, athletic events, and student presentations;
- Information about each school campus, e.g., faculty and staff, class lists, handbooks;
- School Board information, minutes, agendas, and meeting schedule;
- Classroom projects and student work;
- District calendar, as well as an Activities calendar with up-to-date school events;
- Parent Information section, e.g., library links, cafeteria links, forms;
- Parents will have a link to our Home Access Center (HAC) to check their student(s) academic progress.
- State-Required Information section, e.g., required plans and reports, certifications, Parent-Involvement Plans, ACSIPs;
- Accessibility information, e.g., Access keys, navigation aids;
- Website Accessibility contact information

District schools or programs, and District sponsored Web sites are required to follow these guidelines for their Web sites:

- Violate no copyright laws;
- Violate no District policies or federal/state laws;
- Avoid punctuation and grammatical errors;
- Regularly update time-sensitive materials;
- Contain limited personal information for students and staff.
- Contain no identifying student photographs, student work, or statements if parents or guardians have denied permission for publication of their child's picture or written work;
- Contain no obscene, violent, or sexually inappropriate material or pictures, or link to any site that does;
- Contain no threats or inappropriate references to weapons or link to any site that does;

- Contain no information that supports or opposes a political candidate, an election campaign, a ballot proposition, or link to any site that does unless for an approved educational purpose;
- Promote no religion or link to any site that does, unless the information or link is provided for an approved educational purpose;
- Contain no information or documents that discriminate on the basis of race, religion, economic status, creed, color, national origin, gender, sexual orientation, pregnancy, marital status, or disability;
- Contain no details about school buildings, such as floor plans.
- Contain no advertising;

All Web site activities are governed by Board policies and administrative regulations as well as the District Technology Use Agreement which address technology, network, and computer use. Web users must comply with those policies and regulations.

PRIVACY, SAFETY, & SECURITY

The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records and student information. The policies described in FERPA help determine whether or not you can publish a student's name, work, or photo online. A form is sent home with every student at the beginning of each school year that gives parents the option to prohibit release of a student's "public or directory" information.

If a parent chooses not to allow the release of personal information, then that student's identity and privacy must be protected.

In these cases, posting their photo, name, or other identifying information on a Web page is prohibited. The Web Site Coordinator is responsible for maintaining a list of children whose privacy is under protection and sharing that list with each school.

Follow these policies to ensure the safety and privacy of each student is protected while maintaining the quality of your Web pages:

- Obtain parent/guardian permission, as well as student permission, to publish personal information or projects.
- Do not post identifying material on the Internet such as personal phone numbers, home addresses, and individual pictures with the student's first and last names.
- Posting class pictures should be acceptable as long as the picture doesn't explain which individuals are standing where in the picture.
- If it is necessary to post a list of names, such as award winners, team rosters, or scholarship recipients, parent/guardian permission must have been obtained.
- Avoid publishing personal Web pages for students (links and content may be inappropriate for educational purposes). If students want to create a Web page, integrating the classroom curriculum with the Internet would be preferred.

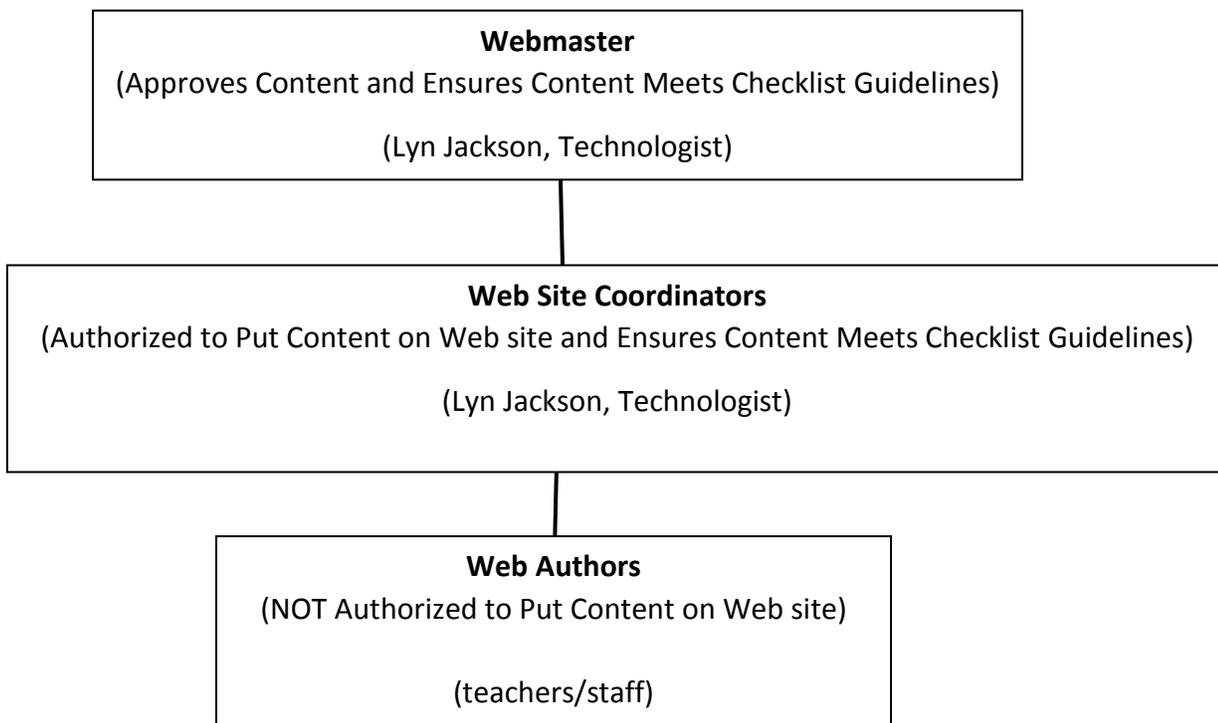
With the above policies in place, posting school life photos, sports rosters, student award-winners, and examples of outstanding student work will maintain privacy and safety and still provide for robust, useful and compelling content.

WEB PUBLISHING PROCESS

There is a process for publishing content on the Smackover-Norphlet Schools Web site.

Smackover-Norphlet's Department of Technology is responsible for overseeing our computer networks (the Wide Area Network [WAN] and our Local Area Network [LAN]). The Department of Technology manages network accounts, such as school accounts and e-mail accounts. The Webmaster and any other Web Site Coordinators are appointed by the superintendent. The Webmaster and other Web site coordinators are responsible for developing and posting useful, current, and accurate content. These individuals are also responsible for ensuring that publishing guidelines are followed. Each school's teachers/staff may submit information or pictures to the Webmaster for the inclusion on the Smackover-Norphlet School Web site. These additions/modifications are subject to the school Webmaster's approval, which is the final posting authority on the content and timing of the content that becomes available on the school website.

The organization chart below shows **Web authorization structure and content responsibility:**



ACCESSIBILITY & THE ADA

[Accessibility & The Americans With Disabilities Act]

Our goal is to provide equal access to the information available on Smackover-Norphlet Schools Web site. Often, sites are developed using techniques or technology that make it difficult for all visitors to view or read the information. As conscientious members of our community, we strive to follow all State and Federal guidelines for the Americans with Disabilities Act of 1990 as well as Section 508 of the Federal Rehabilitation Act. Every reasonable effort should be made to accommodate the needs of every visitor, ensuring equal access for all.

The Webmaster and Web site Coordinators should follow this checklist to create and maintain Web content in compliance with the ADA. All new, newly added, or modified online content and functionality will conform to WCAG 2.0 Level AA Guidelines and to WAI-ARIA 1.0 for web content. In addition to school personnel listed above, third party vendors and Open Sources must also meet WCAG 2.0 Level AA Guidelines and WAI-ARIA 1.0 for any new, newly added, or modified online content and functionality that they developed or maintained. The Webmaster and Web site Coordinators are responsible for the implementation of this check-list.

WEB PAGE CHECKLIST & COMPONENTS

To achieve site consistency and to support the Americans with Disabilities Act guidelines, we will use the following checklist prior to publishing pages on the site:

- **Metatags:** Web authors should fill in keyword, description, author, expiration, and URL metatag information. These little content descriptors do not show up on the pages, but in the Web page code. These help tell search engines what a web page is about.
- **Web Page Location:** Users will be able to locate a Web page through a Search function which will be on every page, as well as be able to locate a Web page through a clear and consistent Main Navigation Menu which will also be on every page. (WCAG 2.0 Level AA, Guideline 2.4.5)
- **Navigation Menus and Standard Elements:** Navigation Menus will be in the same location on all Web pages, and all options in the Navigation Menus will remain in the same order on all pages. Standard elements (such as the Search box) will remain in the same location on all pages. (WCAG 2.0 Level AA, Guideline 3.2.3)
- **Frames:** Frames do not work in text readers and will not be used.

- **Body Text:** The minimum font size will be 12 point. Text may be resized to 200% without loss of content or function. Resized text will not require the user to scroll horizontally to view all of the text. (WCAG 2.0 Level AA, Guideline 1.4.4)
- **Images of Text:** Images of text will not be used when plain text can be used. Quotes will be placed in text rather than placed as an image. (WCAG 2.0 Level AA, Guideline 1.4.5)
- **Page Title:** To help visitors navigate our site, every page will have useful and clear page titles. (WCAG Level A, Guideline 2.4.2; WAI-ARIA 1.0)
- **Headings:** All articles will have include informative headings for each page. These Headings will be marked with the appropriate HTML Header Tags. These Header Tags will be nested properly to allow for logical Accessible Structure. (WCAG 2.0 Level A, Guideline 1.3.1; WCAG 2.0 Level AA, Guideline 2.4.6; WAI-ARIA 1.0)
- **Subheadings:** Subtitles will be used to break up Content for any new sections on website pages. These Subtitles will be marked with the appropriate HTML Header Tags which will be nested properly to allow for logical Accessibility Structure. (WCAG 2.0 Level A, Guideline 1.3.1; WCAG 2.0 Level AA, Guideline 2.4.6)
- **Content Order:** Content will presented in meaningful sequential reading order. Headings will be used to show importance. Paragraphs will be read in order. Lists will be checked to determine whether they should be numbered or bulleted. (WCAG 2.0 Level A, Guideline 1.3.2; WCAG 2.0 Level A, Guideline 2.4.3)
- **Content Timing:** As much content as possible will not have a time limit. Content with a time limit will allow for users to adjust it or extend the time limit. Users will be warned before time expires and given at least 20 seconds to extend their time. Users will be allowed to extend the time limit at least 10 times. Timing of content will be keyboard accessible. Exceptions to this component include Real-time events, Essential Time-Limit Activities, and the 20-Hour time limit. (WCAG 2.0 Level A, Guideline 2.2.1)
- **Content Movement:** Users will have keyboard controls that able them to pause, stop, or hide Moving, Blinking, or Scrolling text. This component also applies to Auto-Updating Content, such as game scores. (WCAG 2.0 Level A, Guideline 2.2.2) In addition, NO content will flash more than 3 (three) times per second. (WCAG 2.0 Level A, Guideline 2.3.1; WAI-ARIA 1.0)

- **Article and Link Titles:** Article and link titles will be clearly labelled or titled to help visitors determine whether they need to click on articles or links. If the Link is an image, alternative text of the image will be provided. (WCAG 2.0 Level A, Guideline 2.4.4)
- **PDFs:** All PDF articles will have selectable text so that screen readers can read the text. In addition, these PDFs will contain Headings with HTML Header Tags which are properly nested within the documents. (WCAG 2.0 Level A, Guideline 1.3.1)
- **Content Instructions:** Textual identification of items that otherwise rely only on sensory information to be understood will be provided. Images will have a text alternative for graphical symbols. (WCAG 2.0 Level A, Guideline 1.3.3)
- **Forms:** Forms must have all input fields and instructions should be labeled clearly and helpfully. Where a field needs a specific format, an example will be given. Required fields will be marked with an icon and an explanation about what the icon means. (WCAG 2.0 Level A, Guideline 3.3.2)
- **Form Controls:** Form controls will have appropriate text labels and will have selectable text for screen readers to make it easier for visitors to understand and complete forms. (WCAG 2.0 Level A, Guideline 1.3.1; WAI-ARIA 1.0)
- **Form Input:** Input does not change elements automatically unless initiated by the User. Forms will not Auto-Submit when all the fields are filled, the Keyboard Focus will not automatically jump to the next field in a form once a field is complete, nor will using a control (i.e. Yes/NO buttons) perform the action automatically. (WCAG 2.0 Level A, Guideline 3.2.2)
- **Form Input Errors:** An error explanation and a suggestion on how to fix the error will be close to the input area, showing what is wrong and how to fix it. Forms that require input in a certain format should show and describe the required format (i.e. Dates). If a mandatory field is empty, the field should be highlighted with an explanation of what's required. Forms should have clear, concise instructions and form field labels. Mistakes on forms should be highlighted with colors and symbols. The form should never clear if a user makes a mistake. (WCAG 2.0 Level A, Guideline 3.3.1; WCAG 2.0 Level A, Guideline 3.3.3)
- **Sensitive Data:** Legal commitments, financial transactions, test responses, data, and changes to user controlled data must be reversible, allowing the data to be checked and edited by the user, OR a Confirmation page will be added to the data

input submission process that summarizes the input and the outcome, with an option to correct or discontinue. This Confirmation page would have an input field that acts as confirmation of the submission. (WCAG 2.0 Level AA, Guideline 3.3.4)

- **Image tags:** All image tags, including image bullets, should include alternate descriptive text. Otherwise, a disabled user may simply read the word “IMAGE” and not know what it depicts. (WCAG 2.0 Level A, Guideline 1.1.1)
- **Non-Text Content:** All non-text content should include an alternate descriptive text so that information is presentable to users in ways they can perceive. (WCAG 2.0 Level A, Guideline 1.1.1; WAI-ARIA 1.0)
- **Bypass Blocks:** Users will be provided with a “Skip to Content” link which will provide a way for them to bypass parts of each page, such as long navigation links, links in the header and other repetitive content. (WCAG 2.0 Level A, Guideline 2.4.1)
- **Audio-Only and Video-Only Content (Pre-Recorded):** Text Transcripts or a link to the Text Transcripts for Pre-Recorded Audio-Only and Video-only Content will be placed close to the media. (WCAG 2.0 Level A, Guideline 1.2.1)
- **Videos with Audio Content (Pre-Recorded):** Captions will be provided for videos with audio, OR a full Text Transcript of the Video with Audio Content will be placed close to the Media, OR a recorded Audio-Track for videos will be placed close to the Media. (WCAG 2.0 Level A, Guideline 1.2.2; WCAG 2.0 Level A, Guideline 1.2.3; WCAG 2.0 Level A, Guideline 1.2.5)
- **Live Audio Video (Live-Streaming):** Captions will be added to all Live Videos to help viewers when streaming Live Video. (WCAG 2.0 Level AA, Guideline 1.2.4)
- **Audio Control:** Ensure that there is no audio on a Web page that plays automatically. Users will be allowed control over when they want to hear it. (WCAG 2.0 Level A, Guideline 1.4.2)
- **Image maps:** Include menu alternatives for image maps to ensure that the embedded links are accessible. An image map is a picture that has been broken down in to individual parts that a user can click on to link to another page.
- **Use of Colors:** Instructions for accessing content will not rely on color alone, nor will information, such as charts or graphs. Information conveyed by color differences will

also be available in text. Text cues will be included for colored form control labels. (WCAG 2.0 Level A, Guideline 1.4.1)

- **Background Colors:** All pages should use background colors that provide contrast for users with low vision or colorblindness. Text and images of text will have a contrast ratio of at least 4.5:1, with the exceptions of Large text (18 points or over; 14 points or over if in Bold), text or images that are decorative in nature, and Logos. Color contrast can be checked using the Webaim's Colour Contrast Checker to verify the contrast ratio. (WCAG 2.0 Level AA, Guideline 1.4.3)
- **Icons and Buttons:** Icons and Buttons used will be consistent. For example, the print icon/button will be the same icon/button on every page. In addition, elements with the same function will be labelled and named consistently OR have a consistent alternative text. (WCAG 2.0 Level AA, Guideline 3.2.4)
- **Tables & Cells:** Content used in tables and cells will flow correctly and will have selectable text for screen readers to read.
- **Keyboard Controls:** All content should be accessible by keyboard only and does not require timed keystrokes to access. (WCAG 2.0 Level A, Guideline 2.1.1; WAI-ARIA 1.0)
 - Accessibility information with keyboard controls is available at the bottom of each page. These Navigation Menus are separate from page content. (WCAG 2.0 Level A, Guideline 1.3.2).
 - To avoid trapping keyboard users, make sure users can tab through the Website to both reach and leave a feature by keyboard. (WCAG 2.0 Level A, Guideline 2.1.2)
- **Keyboard Focus:** Users who navigate the Website via a keyboard will have Keyboard Focus (a border and/or underline) visible on all elements which will allow them to see which element they're on at any time. (WCAG 2.0 Level AA, Guideline 2.4.7; WAI-ARIA 1.0); This focus will not change elements: links will not open automatically, forms will not submit without user action, and there will be NO automatic pop-ups. The focus will never jump from one element to another automatically. (WCAG 2.0 Level A, Guideline 3.2.1)
- **Language:** Each page of the website will have a default language assigned to it. (WCAG 2.0 Level A, Guideline 3.1.1; WAI-ARIA 1.0)

- **Language of Parts:** Users will be notified when the language on a page changes from the default language to another language by a Language Attribute to the content. (WCAG 2.0 Level AA, Guideline 3.1.2)
- **Parsing:** Parsing (website's code) is the way software like web browsers and assistive technology read and understand a website. To ensure that user's assistive technology work properly, the website's HTML must be clean and modern. All HTML elements must have a complete start (< >) and end (< / > tags where needed. All HTML elements must also be properly nested. Elements will have their own unique IDs. (WCAG 2.0 Level A, Guideline 4.1.1) Any code that's not HTML code must still conform to HTML-like standards. (WCAG 2.0 Level A, Guideline 4.1.2; WAI-ARIA 1.0)
- **External Links:** Links to other Web sites outside of the Smackover-Norphlet Schools is not only a simple and useful way to enhance content, it also establishes our Web site as an excellent education resource. The following requirements must be in place when linking outside the SNSD Web site:
 - The external site content must not offer or promote any illegal activities, and must not contain information that defames, harasses, threatens or otherwise violates the legal rights of others, including their privacy.
 - The external site must be affiliated with education or be for educational purposes and must be up-to-date, accurate and legal.
 - All links to external pages must be identified as external links.
- **Page Contact:** A contact name or phone number should be included for the site, so visitors can notify the Webmaster if information is incorrect, links or broken, or if they have questions.
- **Requirements Exceptions:** Occasionally, Web authors find it impossible to meet some requirements listed above. If you encounter difficulties or online content or functionality that is currently inaccessible, contact the SNSD Webmaster, Ms. Lyn Jackson by Email: lyn.jackson@smackover.net , by phone 870-546-2781, or in writing: Norphlet Middle School, 600 School Street, Norphlet, AR 71759.

Resources:

Listed below are a few online resources to help in designing a Web page that offers maximum accessibility:

US Government Section 508 standards for web-based Intranet and Internet information and systems. <https://www.section508.gov/content/learn>

State of Arkansas Department of Information Systems (Includes Arkansas State Accessibility Guidelines and Technology Legislation)

<http://www.dis.arkansas.gov/policiesStandards/Pages/legislation.aspx>

Accessibility and the World Wide Web: Located at Washington Assistive Technology Alliance (WATA) web site. This site is managed by WATA and provides a broad range of links to resources you may want to use to help ensure your site is as accessible as possible to all users, including those with disabilities. <http://www.wata.org/>

World Wide Web Consortium (W3C) Accessibility Guidelines

<https://www.w3.org/standards/webdesign/accessibility> and <https://www.w3.org/WAI/>

World Wide Web Consortium (W3C) Content Validation Tools

<https://www.w3.org/WAI/eval/selectingtools.html>

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