Purpose/Background

School websites are public documents welcoming the outside world to the Division's public education system. Consequently, websites representing all or part of the school system must reflect the policies, procedures and standards of the Division. Further, school websites are to reflect the Division's brand, feature a common navigation, and contain a number of required elements to facilitate ease of navigation, and accessibility to information for the public and school community, especially parents. It is expected that principals will respect this purpose when designing and maintaining their websites.

Principals shall ensure that school websites make every effort to provide excellent services to as many users as possible. This demands that websites maintain a clear professional presentation, afford minimum waiting time, and a predictable format for parents with children in more than one school. The following procedures and design elements support this underlying philosophy.

Procedures

1. Principal

   1.1. All content published on the school's website is the responsibility of the Principal. As such, it is the Principal's responsibility to ensure staff understands that, outside of the website serving to provide a platform for teaching and learning at the school, the school's website forms a part of a collection of websites that have been designed to promote and build awareness of the Division's collective pursuit of teaching and learning.

   1.2. Principals are responsible for collaboratively planning with their staff the organization, content and maintenance schedule of their school's website, within the context of the required elements.

2. Webmaster

   2.1. The Principal (or designate staff member) shall serve as the webmaster for the school's website. The school webmaster, with the support of the school community, will be responsible for ensuring the information contained on the school website is up to date, and adheres to Division policies and procedures.

3. Division Web Developers

   3.1. To support schools with the development of their school website, the Division is dedicated to providing technical and design support via the Education Centre. To access the contact information of these individuals, go to "portal-how-to's" on the school template.

4. Plone 4 Template

   4.1. All principals will use the Division's Plone 4 school website template to develop their school's website, unless otherwise given permission by the Superintendent.

   4.2. Site architecture defined on the school website template serves as the minimum basis for content and must be completed and followed as presented. (Note: Schools have the flexibility to add up to two additional tabs on parent navigation).

   4.3. On the school website template, the parent navigation folders contain a number of elements under the child navigation and/or root folder that serve as the minimum basis for content in each section. Principals are asked to provide appropriate information for these areas. (Note: Schools have the flexibility to add additional pages and folders under the child navigation).

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4.4. The professional design of each website's landing page, the homepage, has been designed to reflect the Division's brand and to ensure consistency among all sites. Required design elements include a maximum of three viewlets of the schools choice, the school's news items and the Division's Portlet "What's New in RVS". This portlet must appear on top right-hand side of the website's home page to allow for emergent content to be distributed to all schools, e.g., school closures.

4.5. Schools are to strive to build websites that are only three levels deep: parent navigation, child navigation and page navigation. (Note: See Figure 4).

5. Design Elements

In customizing the Division's Plone 4 school website templates, principals must:

5.1. Submit their logo (preferably .ai, .eps or .png format; .jpeg acceptable) and school colours to the Director, Communications to ensure they are web compliant and work well within the design of the template.

Figure 1 Viewlet

Field Trips

5.2. Work with the Director, Communications in the development of their website's banner, all homepage viewlets, teacher page viewlets and graphics. As an enhanced feature of Plone 4, rotating banners are now achievable on school websites. Images of Division students can be used in school banners provided that parental consent is obtained and kept on file. These images are to be of high quality and work within the banner constraints of 1,000 by 220 pixels. Proposed images must be sent to the Director, Communications to determine suitability. If principals so desire, rotating banners using stock images can be created by the Director, Communications. One additional banner will be provided at no cost; extras can be created at a cost to the school.

5.3. Eliminate the use of clipart, as it takes away from the professional look of the site.

6. Content Requirements

6.1. Contents must be school, curriculum, or system-related and reflect the Division's policies, procedures and standards.

6.2. Principals who have given teachers permission to utilize external web technologies for classroom instruction are expected to have access and to monitor the use of these tools to ensure they meet the Division's policies, procedures and standards. Principals are required to maintain a log of teacher tools, login and passwords.

6.3. All copyright laws and regulations must be followed. Further, written permission must be obtained and kept on file by the school's webmaster before using copyrighted materials.

6.4. Personal security and privacy of students must be maintained. All public website content shall contain no student surnames, phone numbers, home addresses, email addresses or any mechanism for linking individual student identities. Further, students' first names, grade levels or photographs will be posted to public pages only with written consent, held at the school. ("Ownership" must be taken off student-submitted content, i.e., "jddoe" changed to "Gr. 5 student" prior to publication).

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6.5. Personal security and privacy of staff is to be maintained, unless written permission is provided by the individual. Email addresses are to be listed as outlined on the school website template so that web crawlers are not able to harvest the email addresses.

Figure 2

Name	Position	Email
Principal Name	Principal	RVS email
AP Name	Assistant Principal	RVS email

Alternatively, the Principal can list Outlook addresses by including only the staff member's address without the @rockyview.ab.ca.

Figure 3

Name	Position	Email
John Doe	Principal	jdoe
Jane Doe	Assistant Principal	jadoe

6.6. For an overview of the content required for teacher's root folders please see Administrative Procedure 142 Appendix: Teachers' Digital Presence.

6.7. Teacher content that is under development must be marked "Private".

6.8. All public and member folders, viewlets and/or pages must feature content and are not allowed to sit blank. After the website's formal launch, those folders and pages under development are to be marked private until the content is complete.

7. Links

7.1. Links to external websites are not to navigate the user away from the school website, rather be opened in a new window. (Note: html coding provided in best practices below).

7.2. Links to external websites must be tested prior to posting on a page to ensure that they are still active and they do not lead to areas that are inappropriate for the K – 12 school environments. All links are to be tested quarterly.

7.3. Links to download audio, graphic and movie files are to indicate the type (e.g. audio, graphic or video), format (e.g., wav, jpeg, mpeg, Quicktime, etc.) and the size of file.

8. Website Launch

8.1. To ensure the Division's web presence exemplifies its pursuit of being a learning organization, all school websites, both public and member areas, will be reviewed by the Director of Communications (or designate) prior to their public launch.

8.2. Required changes resulting from the review, which will involve a complete review of the website for content, format, organization and design, must be completed before the website launches.

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9. Website Maintenance

9.1. All publicly published content on the school's website must be approved by the Principal (or designate) before positing on a Division server.

9.2. The school webmaster may delegate responsibility for designing or maintaining various aspects of the site.

9.3. Students can create or update webpages under careful supervision. A committee can be struck to support the school webmaster in maintaining and determining its contents.

9.4. Whenever possible linking to the Division's website for information eliminates updating the same information at the school level.

9.5. Principals are to develop a regular maintenance schedule to ensure content is up-to-date throughout the year. It is expected that a plan will be in place to address changes over the summer months, to reflect changing staff dynamics, membership profiles and school information.

9.6. The Division will undertake periodic reviews of each school website. Any suggestions/concerns will be forwarded to principals for action.

10. Division Website Best Practices

10.1. To achieve industry standard in naming attached documents, all objects are to be named using all lowercase characters and without spacing between words, e.g., webpublishingguidelines.pdf. This eliminates the symbol "%" in the URL.

10.2. Direct cutting and pasting text from other websites and documents is to be avoided, as it creates formatting issues. To eliminate embedded formatting, copy and paste the text into "NotePad" for PC users and "Text edit" for Mac Users. Review formatting and then cut and paste into Plone. Google Docs also works well for eliminating embedded format in text.

10.3. To maintain the standard that websites are only three levels deep, when adding new "files/images/pages/news items" to the website, ensure file is hidden from navigation under "edit/settings".

10.4. When using collections, ensure that "reverse order" is used under the "edit" tab to have the most current items at the top.

10.5. When adding items to a folder, manually order the item to ensure the most current items are at the top.

10.6. Principals are to make use of "assets folders" to store time-bound documents that can then be easily located and deleted.

10.7. When adding news items to a news folder, ensure that "reverse order" is used under the "edit" tab to have the most current news items at the top.

10.8. Navigation Titles are not to wrap around to a second line (keep titles short and sweet).

10.9. Student handbooks are to be uploaded into "Publications" with a link to the document added in the Parent and Student area.

10.10. Links to websites outside of the Division are to open in a new window. This can be achieved by adding <target=_blank> after URL in the html code, e.g., <a href=http://www.2learn.ca/=_blank>

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10.11. Pictures can add a friendly feel to your site, however, please ensure that the pictures are an appropriate size, FOIP compliant, and that the text is wrapped around the picture for a smooth and professional look.

10.12. All uploaded documents are to be in PDF format.

Figure 4 Navigation

References:
- Section 33, 60, 62, 197 *Education Act*
- *Freedom of Information and Protection of Privacy Act*
- Canadian Charter of Rights and Freedoms
- Canadian Criminal Code
- *Copyright Act*
- I.T.I.L Standards, Alberta Education
- ATA Code of Professional Conduct

Appendix A - August Checklist
School and Teacher Folders

Item	Timeline	MRP
Home Page		
Clean out old News Items (news items can be deleted from News folder)	August 20	
Update News Items on Home Page	August 20	
Our School		
Confirm Bell Times	August 20	
School Fee Page confirmed/updated	August 20	
School Calendar update PDF if necessary	August 20	
Programs – confirm information is current	August 30	
Confirm that any school specific information is updated.	August 30	
Principal/Administration		
Update administrator's message	August 30	
Students		
School Supply Lists updated	August 20	
Pages checked for accurate content	August 30	
Parents		
Update online handbook if applicable	Sept 15	
Staff		
Update users (add new/remove old)	August 30	
Update categorization for staff (so they are pulled into the correct collections)	August 30	
Update Staff Teacher Pages Link	August 30	
Update Staff Handbook if required	Sept 15	
School Council		
Update Meeting Dates	August 30	
Archive Agendas/Minute folders	August 30	
Publications		
Update PDF Student Handbook	Sept 15	
Update School Forms (PDF's)	August 30	
Make previous year newsletters/newspapers private or delete	August 30	
Update SEP	August 30	
Update ARR	Sept 15	
Contact Us		
Confirm Contact Us page (any changes made)	August 20	
Calendar		
Update Calendar (plone/google) events for the year	August 30	
New PDF uploaded if applicable	August 30	

Website Links		
Check links (helpful websites etc. to confirm that they are still working and appropriate)	August 30	
Teacher Member's Folders		
Update Teacher message (as per web guidelines)	August 30	
Confirm item states (private items are not visible by anyone else – members vs public)	August 30	
Update Course Outlines (or curriculum information)	August 30	
Update homework folders if required (remove/make private old information)	August 30	
Update Grade Level area as required	August 30	
Global Site Functions		
Confirm/review admin permissions	August 30	
Confirm Site From Address: Check email address for key contact under Site Setup, Mail, Site From Address	August 30	
Update Users (add new/remove old)	August 30	
Update Groups – Under Users and Groups, ensure that teachers are in the correct staff grouping. Rename/update Classroom groups if needed.	August 20	
Update categorization for staff (so they are pulled into the correct collections)	August 30	