



# San Diego City Schools Web Standards

## Definitions

### **District Webmaster**

Develops strategies to help ensure that information communicated via SDCS websites is timely, accurate, easy to understand, useful and cost effective. Coordinates planning, design, development, maintenance, administration and promotion of district-level web initiatives. Consults on technical and design issues for the web.

### **Harmful matter** (see procedure 4580, section B)

Matter that, taken as a whole, the predominant appeal of which to the average person, applying contemporary standards, is of prurient interest (i.e., a shameful or morbid interest in nudity, sex, or excretion); matter which taken as a whole goes substantially beyond customary limits of candor in description or representation of such matters; and matter which taken as a whole is utterly without redeeming social importance for minors.

### **System administrator**

Individual responsible for creating user accounts, setting up new domains and maintaining accurate records regarding user access to SDCS web servers. For each user, information to be maintained shall include user's name, unit, contact information, associated Unit Authority, domain, server, username, password, permission details, and relevant notes.

### **SDCS Unit**

A functional structure or sub-structure of the district, such as a school, administrative unit, office, department, division or branch.

### **Unit Authority**

Individual who holds a Unit's highest position of authority. (For a school, this would be the school's principal; for a department or office, this would typically be a manager or director, etc.) The Unit Authority is ultimately responsible for ensuring content posted is accurate, appropriate and in conformance with this and other applicable policies.

### **Unit Contact**

Designated by the Unit Authority, a Unit Contact act as liaison between his or her unit and Web Services, and is responsible for gathering, organizing and submitting information for posting to the District Webmaster. The Unit Contact is further responsible for ensuring that the unit's site remains current and that submitted content is accurate and in compliance with all district standards.

### **Unit Webmaster**

Designated by the Unit Authority, Unit Webmasters are given access to a portion of SDCS web servers for the purpose of building and maintaining a Unit's website.

### **www.sandi.net**

The principal domain for SDCS websites.

## Introduction

**The ultimate purpose of SDCS district, school and department websites is to enhance education.**

The policies, procedures and guidelines outlined in this document are intended to ensure this purpose is being served through production and publication of effective websites throughout the district.

Goals of this initiative include:

1. Improving communication among parties involved or interested in the education process within SDCS by using the Web to:
  - Provide information and resources that are accurate, timely, and based on the real needs of each intended audience.
  - Present information in a professional manner—with a clear focus, logical organization, and in language that is concise, easily understood and easy to navigate.
  - Encourage involvement, feedback, and sharing of best practices wherever feasible.
2. Streamline district processes, thereby increasing operating efficiency, improving service, and freeing up resources that can be better utilized elsewhere.

SDCS offers free web hosting to enable each *SDCS Unit* to communicate via the World Wide Web. Each unit may manage the technical aspects of website creation and maintenance either 1) on their own, using the standards and guidelines outlined in this document, or 2) through Web Services.

## Option 1: Do It Yourself

If a Unit wishes to create their own site, a unit's highest authority (e.g., principal, director, manager, etc.), or *Unit Authority*, must designate a candidate to receive district server access. If that individual meets the requirements outlined below, he or she will become the *Unit Webmaster*, responsible for creating and maintaining the unit's website in accordance with this and other applicable policies.

Unit Webmasters must meet minimum eligibility requirements:

- Access to and ability to use an HTML editor (Dreamweaver, Frontpage, BBEedit, Homesite, etc.).
- Basic understanding of HTML.
- Understanding of how to set up server connections.
- Basic understanding of FTP. (Not applicable for FrontPage users.)

**Note:** Server access will continue to be granted to those individuals who are currently maintaining content for a website, even if they do not meet the above requirements. However, additional training is strongly encouraged. For training options, see the "Support & Training" section of *Web Publishing Resources* ([http://www.sandi.net/depts/web\\_svcs/library.html#train](http://www.sandi.net/depts/web_svcs/library.html#train)).

To get started, the Unit Authority must submit a *Web Account Service Request*. This form is available in Word format on the district's Web Publishing Resources page ([http://www.sandi.net/depts/web\\_svcs/library.html](http://www.sandi.net/depts/web_svcs/library.html)) and can be completed electronically (with the exception of signatures required from the Unit Authority and Unit Contact).

The service request must be approved by the District Webmaster and an IT System Administrator. The IT department will provide approved Unit Webmasters with user account information and server connection details.

**Note:** Units with sites currently hosted outside the district may finish out their existing contract, but are still expected to transition to conformance with requirements according to the time schedule set forth in this document.

## Domain Names

All new SDCS websites will be associated with the district's domain, *sandi.net*, in the format *www.sandi.net/unitname*. Units may not register individual domain names and the district will not create or support domain names other than *sandi.net*.

## Server Information & Usage

Each unit is granted a maximum of 50 Mb server space and one user account for server access. SDSC uses Windows 2000 servers running IIS 5.0.

Unit Webmasters are strongly encouraged to keep server and local files synchronized, as well as maintaining a local backup copy of all site files. Although web servers are protected by disaster recovery services and are backed up nightly, Unit Webmasters should not rely on the district to provide recovery services in the event of lost files.

District web servers are not intended to be used for storage purposes. Files kept on the server must be actively linked within a published District website. Violation of this policy may result in deletion of non-active files and revocation of Unit Webmaster's access privileges.

System usage is subject to monitoring. Use of network resources to gain unlawful entry to other systems, including district or remote networks, is strictly prohibited. Any deliberate tampering with or misuse of district web servers, network services or equipment will be considered a criminal act and will be handled accordingly.

Unit Webmasters are responsible for keeping their user account information private. Failure to comply with established security practices may result in revocation of access privileges, disciplinary action, or termination.

## Authoring Software

Although Macromedia Dreamweaver is the district's preferred editing software, Unit Webmaster's may use the editing software of their choice. Until a content management system is made available, templates will be provided for use with Dreamweaver.

## Web content ownership

Content hosted on district servers is the property of San Diego City Schools. The District has the right to delete content or rescind user privileges without notice.

## Content Requirements

### Required Page-level Elements

Regardless of where a site is hosted, all SDCS Units must include the following on every page:

1. Evidence of SDCS affiliation:
  - SDCS logo linking to the homepage of the District website. Logos may be obtained from the web resource library at [http://www.sandi.net/depts/web\\_svcs/library.html](http://www.sandi.net/depts/web_svcs/library.html).
  - If the text *San Diego City Schools* is not included in the logo image itself, it must appear in proximity to the logo image.
2. Unit name.
3. Unit contact information or a link to the information. At minimum, this information should include an address, phone number, and valid SDCS e-mail address (e.g., [unit@mail.sandi.net](mailto:unit@mail.sandi.net) or [unit@sandi.net](mailto:unit@sandi.net)). To request a general unit mailbox, complete the Account Request form at <http://www2.sandi.net/cgi-win/polyform.exe/seqreq-MF>.
4. Unit Webmaster contact information or a link to the information. At minimum, this information should include a valid SDCS e-mail address.
5. All main navigation items, including a link to website's home page, are functional and included in the same location on every page of the site.
6. Appropriate title (specified in the html <title> tag).

## Subject Matter

Content contained in or directly linked from pages hosted on district servers is limited to school-, district- and education-related information and resources. District servers and websites are never be used for personal, commercial or political purposes. When linking to external websites, care should be taken to ensure the integrity of those sites and the absence of *harmful matter* as described in Administrative Procedure 4580.

## Copyright

Webmasters and Unit Authorities are responsible for ensuring adherence to applicable copyright laws. Pages may not contain or enable sharing of copyrighted materials—including but not limited to text, graphics, photographic images, media files, and software—for which permission has not been obtained. (See Administrative Procedures 7038, 4580.) Wherever copyrighted material is used with permission, it must be accompanied by some indication of the permission granted.

## Exemplary Written Expression

Presentation quality of district websites at least indirectly reflects the quality of education provided through SDCS. Therefore, it is critical that information provided is accurate, well organized and free of spelling, punctuation, and grammatical errors.

## Student Safety

Online communication of any student information or student work must comply with Network Use Guidelines (Admin Procedure 4580, Attachment 1, item V.c.).

*Maintain privacy.* Do not reveal the personal address or phone numbers of yourself or other persons. Before publishing a student's picture, name, or work on the Internet, the school must have a signed parent release form on file authorizing publication.

Student photos from school- or district-approved print publications may be used, without prior permission, for illustrating news on school or district websites. Requests for the removal of photos or student work from a website will be honored when such request made in writing by either a parent/guardian or student.

## Sponsor Logos or Advertising

If sponsor logos or advertising are displayed on a district web page, the page must also include or link to contact information for an individual who can provide information about sponsorship and advertising opportunities.

## Enforcement

The Communications Department is responsible for requesting or taking corrective action in cases where these content requirements are not being followed. Immediate corrective action will be taken in cases where non-compliance threatens student safety, has potential legal implications or involves the spread of gross misinformation. In these cases, the appropriate Unit Authority and Unit Webmaster will be notified of action taken. Otherwise, the Unit Authority and Unit Webmaster will be notified of non-compliance issues and asked to make necessary modifications within a reasonable timeframe.

## Technical Requirements

### File format

File formats acceptable for posting on district servers include: .htm/.html, .pdf, .gif, .jpg., doc/.rtf\*, and .xls\*.

\* **Information intended for public consumption may not be posted in the form of Word or Excel files.** Although highly discouraged, these file types may be used if a) there is a compelling reason to maintain this format over standard web formats, and b) the information is intended for SDCS staff only. See the Web Publishing Guidelines for additional information.

The district also supports Microsoft Active Server Pages (ASP) and Access database files on a limited, case-by-case basis. To request these capabilities, submit a Web Service Request form.

### Naming Files & Directories

File names must contain only alpha-numeric and underscore characters and should not contain spaces, hyphens, punctuation, or other non-alpha-numeric characters.

### Graphic Usage

Images must be compressed before posting to the server. Size images to 72 dpi at final output size *before* compressing. There are only two acceptable image file formats—GIF and JPEG.

### Performance

Pages must be free of broken links and functional across platforms and browsers (versions 4.x+).

## Option 2: Work through Web Services

Web Services will generally work with Units on a first-come, first-served basis. Exceptions may occur depending on district priorities.

To have the technical aspects of website creation and maintenance managed through Web Services, the Unit Authority must designate an individual to serve as *Unit Contact*. The Unit Contact acts as liaison between his or her unit and Web Services, and is responsible for gathering, organizing and submitting information for posting to the District Webmaster. The Unit Contact is further responsible for ensuring that the unit's site remains current and that submitted content is accurate and in compliance with all district standards. Only content submitted by the Unit Contact will be posted.

To get started, the Unit Authority must submit a *Web Account Service Request*. This form is available in Word format on the district's Web Publishing Resources page ([http://www.sandi.net/depts/web\\_svcs/library.html](http://www.sandi.net/depts/web_svcs/library.html)) and can be completed electronically (with the exception of signatures required from the Unit Authority and Unit Contact).

### Steps to Getting a New Site Created

1. Unit members review *Plan It* and *Content Guidelines* sections of *SDCS Web Publishing Guidelines*.
2. Unit Authority completes and returns the *Web Account Service Request* according to the guidelines outlined above.
3. Unit Contact submits completed *Web Planning Worksheet*.
4. Unit Contact works with Web Services to finalize design plans.
5. Unit Contact provides Web Services with documentation and content according to Submission Guidelines below.
6. Unit Contact provides feedback and any additional information required during implementation.

### Submission Guidelines

Content may be submitted as e-mail text, an e-mail attachment, or through the mail on a PC-formatted disk (CD, zip and floppy are all acceptable). File names should clearly reflect file content. Mac users must add the appropriate file extension to the end of file names.

Acceptable file formats for transmitting text include plain text (.txt), rich text (.rtf), Word (.doc), Excel (.xls), PowerPoint (.ppt), Acrobat (.pdf), or HTML (.htm/.html).

Acceptable graphic file formats include .psd, .eps, .pdf, .tif, .jpg, and .gif.

Always transmit images as individual files. Since Microsoft uses a proprietary compression algorithm on images placed in Office applications, do not transmit graphics files by placing them in Word or PowerPoint files. The image quality will be unacceptable once the images are moved out of the Office file.

## Additional Information & Resources

Additional information and resources--including policies, forms, design guidelines, frequently asked questions, and support information--are available online at [http://www.sandi.net/depts/web\\_svcs/library.html](http://www.sandi.net/depts/web_svcs/library.html).

Address questions or comments about this document to [webmaster@sandi.net](mailto:webmaster@sandi.net).