

WEB SITE ADMINISTRATIVE PROCEDURE

The purpose of this procedure is to outline the responsibilities of WCSB Webmasters. It also provides guidelines for the publishing of web pages.

Procedures:

A. The Director of Technology services or designee shall:

1. Approve and publish as necessary materials to guide, direct, and assist schools, departments, and sites seeking to establish and maintain a website;
2. Ensure that the operational integrity and security of the network supporting the system is maintained;
3. Provide technical training resources necessary to adequately support website operations;

B. Each organization within the district desiring to operate a school and/or departmental website shall adhere to the following:

1. Maintain liaison with Director for Technology Services or designee to secure technical support and to assure all procedures are followed;
2. Conform to approved technical specifications promulgated by the Director for Technology Services for website administration, security, and documents,
3. The principal of any school establishing a school website shall either serve as website administrator, with complete responsibility for the website as outlined in these guidelines, or appoint another staff or faculty member to serve in that capacity. If appointed, the website administrator shall assist the principal in ensuring adherence to these guidelines
4. Have the site administrator or a designated webmaster be responsible for the operation and content of the site, taking special care to ensure that all information placed on publicly accessible websites is properly reviewed for accuracy, appropriateness, timeliness, and levels of sensitivity; privacy notices and applicable disclaimers appear; all links under his/her control are appropriate and valid; and require that e-mail address of the person (site administrator or webmaster) responsible for website operation(s) appears prominently on the home page and all additional pages on the website.

C. The Website administrators shall do their best to adhere to the following:

1. To keep information posted on the site up-to-date
2. To ensure that all pages and links shall be academic, school, or department related and appropriate to educational purposes and that the links to other sites remain active;
3. To ensure that no personally identifiable confidential WCSB data (e.g. grades, special program placement) shall be accessible through a WCSB website without appropriate security in place.
4. While websites may, with the individual's approval, list the names, functions, pictures, and e-mail addresses of **staff members** within the school and/or departments, personal contact information (home address, phone numbers, and personal e-mail addresses) and detailed personal biographical information are prohibited.
5. Schools and department websites may not place **student names**, pictures, or identifiable samples of student work (including written papers or samples of artistic expression), contact information (mailing address, phone number, or e-mail address), or biographical information on a website without going through your school/departmental publishing procedure.
6. Photo captions shall not identify students with their full name or with any other personally identifiable information.
7. No website links shall address a student's personal home page or e-mail address.
8. Product endorsement or commercial advertisements on district web servers are prohibited.
9. All content shall conform to School Board policies, established school guidelines, and copyright laws, and shall not violate federal, state, or local laws.
10. Wakulla County School Board servers may not host websites or domains for profit-making businesses, nor for any functions or programs that are not educationally appropriate.

D. The following materials should be found on the district or departmental web site:

1. Include the Full School name, full address, phone and fax numbers as well as names of Principals and Assistant Principals on the home page
2. School Improvement Plan (or is it the Student Progression Plan?)
3. The School's Mission and Vision Statements
4. Include a Webmaster Email on each page of the website.

5. A statement that the site is an official Wakulla County Schools website and a link back to the District Website
6. Lunch information (menus, prices etc...)
7. Directory of teachers with emails (please include the following on this page and any other page you may have several emails listed: **Under Florida's "Public Records" law, absent a specific exclusion, written communications to or from Wakulla School District employees are considered public records. E-mail communication with this correspondent may be subject to public and media disclosure upon request.**)
8. Edline Link
9. Bus Info (recommended)
10. Calendar of Events (recommended)
11. Counter (recommended)

E. Action shall be taken by all students or staff to protect against computer viruses.

1. All computer storage media, regardless of its origin, should be scanned for viruses prior to use.
2. Upon detection of a virus, the user(s) shall:
 - a. Immediately discontinue normal operations with the infected system;
 - b. Notify your immediate supervisor and/or site administrator;
 - c. Notify the District Technology Services Office at 926-0065.
 - d. Collect and secure all removable media that may have been infected.