



Web Authoring Standards

Purpose

This document provides direction to SAUSD employees regarding publishing on the Internet through SAUSD or SchoolWires web hosting services. Considerations reflected in this document are:

- Protecting the welfare of children
- Respecting the rights of children's parents or guardians
- Protecting every individual's right to privacy
- Protecting intellectual and property rights of ownership/copyright
- Assuring that web resources are used to promote the District's educational goals

Directions for Publishing

The District website has been established as the online district presence. Web pages within the SAUSD website are created and maintained to provide educational information, resources, and links of interest to the students, parents, community, and staff of the Santa Ana Unified School District. Web pages, whether created by schools, departments, or teachers, are viewable by anyone in the world with Internet access. In this respect, these web pages reflect the Santa Ana Unified School District and school sites and need to be presented in a professional manner. All web page authors need to adhere to the following points in developing web pages.

Access:

Keep passwords and user names confidential.

Publishing student information:

Do not publish student full names or any personal information about students or their families.

Publishing student work:

Written permission from the parent or guardian must be obtained annually and kept on file to publish student's original school work on the Internet. This form is available for downloading from the SAUSD website. It is important to emphasize the concept of original student work, because student multi-media projects can often contain third party content that, while permissible under Fair Use within the four walls of the classroom, will violate copyright law if posted on the Web.

Publishing student pictures:

Do not publish individual student pictures to the Internet, only post pictures of students taken as a group or at an angle or distance that an individual student cannot be easily identified. Written permission from the parent or guardian must be obtained annually and

kept on file to publish a student's photograph on the Internet. This form is available for downloading from the SAUSD website.

Publishing Individual Student Information or Pictures:

It is recognized that schools want to share their good news about individual student achievement. Any request to post information or photos on the website for individual students should be sent to the Public Information Office.

Publishing employee information:

Do not publish any personal information about employees.

Publishing employee pictures:

Employee pictures can only be posted to the Web with the written permission of that employee. This form is available for downloading from the SAUSD website, and should be kept on file at the school site or department.

Web Publishing and Copyright Law:

Materials placed on the Internet are subject to copyright laws.

- Adhere to Board Policy regarding copyright laws.
- Assume that all materials are copyrighted, unless otherwise stated.
- Do not re-publish text or graphics found on the Internet on District webpages without explicit written permission, and keep the written response on file.
- In the case of re-publishing work that has been produced by someone other than yourself, there must be a notice at the bottom of the webpage providing credit to the original author and including information regarding how and when permission was granted for publication. That notice should also include the URL of the re-published work.
- In the case of re-publishing public domain documents, a citation evidencing public domain should be included at the bottom of the webpage.
- In the use of graphics, utilize your original graphics or public domain images. Do not use third party graphics or other recognizable images, (even if they were drawn by a student).
- Properly cite online resources

Internet Copyright Resources

The collection is offered here to provide additional resources, but the rules posted above are the guidelines which must be followed in this school district. The district does not take responsibility for the contents of outside sites listed here and does not by their listing endorse the points of view.

Copyright Law in Cyberspace (www.utsystem.edu/OGC/IntellectualProperty/distance.htm)
A user-friendly resource on Copyright Law from the University of Texas. It includes an interactive Crash Course in Copyright
(www.utsystem.edu/OGC/IntellectualProperty/cprtindx.htm)

THE COPYRIGHT WEB SITE (www.benedict.com)

An extensive collection of articles and resources exploring copyright issues.

Copyright with Cyberbee (www.cyberbee.com/copyrt.html)

A classroom resource on copyright that is student-friendly, which includes an interactive Copyright Question & Answer Activity (www.cyberbee.com/cb_copyright.swf)

Authoring Guidelines:

Webpage authors need to adhere to the guidelines listed below. School, department, or teacher webpages are viewable by anyone with Internet access. In this respect, they reflect the Santa Ana Unified School District and need to be presented in a professional manner, with content that reflects District goals.

- All written content must appropriately reflect District goals.
- Written content must be carefully proofread and checked for grammar or spelling errors before posting.
- No links from the District site are permitted to personal webpages of teachers, students, parents, or staff.
- Content information needs to be kept current.
- Any web site linked to a District webpage must be appropriately reflect District goals. Broken or non-functioning links must be avoided.
- Be careful of using humor or satire as it can be easily misinterpreted.

Responsibility for Content

All web pages are property of the District, and as such are subject to review, editing or removal by the superintendent or their designee.

Site principals, District administrators and web page authors (teachers, staff) are responsible for content published on the Web. It is the responsibility of the above individuals that the web pages reflect the SAUSD Web Authoring Standards. Each staff member who becomes a publisher on the SAUSD website must have completed training, which includes review of the District Web Authoring Standards, and have a signed agreement to Web Authoring Standards on file at their site.

School Webpage Responsibility

One person should be designated as the webpage manager of the school webpage who will be responsible, under direction of the principal, to post content and content updates to keep school information accurate and current. Prior to posting content to the school webpage, the web page manager should ascertain from the principal that content is accurate and that the administrator has approved the content for posting.

Teacher Webpage Responsibility

Teachers are responsible for adhering to the Web Authoring Standards when posting content on their teacher webpage. The school principal is responsible for the implementation of the Web Authoring Standards and removal of inappropriate material from the webpages of employees who they supervise.

Department/Program Webpage Responsibility

One person should be designated as the webpage manager of the department or program webpage who will be responsible, under direction of the administrator, to post content

and content updates to keep department or program information accurate and current. Prior to posting content to the department or program webpage, the webpage manager should ascertain from the administrator that content is accurate and that the administrator has approved the content for posting.



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I have read the notice regarding SAUSD Web Authoring Standards and I agree to follow these standards in all development and maintenance of webpages on the SAUSD website.

X _____
Signature of the Employee

Print Name

Date

Title/Position

School Site/Department

E-Mail