

Administrative Procedure 149 – School Website Standards

Background

School websites are a public representation of the Clearview Public School Division. They are designed to communicate essential information, celebrate school achievements, provide access to forms and reports, and share contact details. The websites must reflect the Division's policies, procedures, and standards, maintaining a professional, accessible, and functional presence for all stakeholders.

Procedures and Staff Expectations

1. **Division Webmaster Responsibilities** The Division Webmaster holds the highest level of responsibility for the oversight of all school websites within the Division. This role includes ensuring consistency in design, content, and functionality across all sites.
 - 1.1. **Policy and Standards Enforcement:** The Division Webmaster ensures all school websites adhere to the Division's policies, procedures, and standards, including compliance with legal and privacy regulations.
 - 1.2. **Support and Training:** Provides guidance and support to school webmasters and principals, including training on best practices for website management, content updates, and technical troubleshooting.
 - 1.3. **Review and Approval:** The Division Webmaster conducts regular reviews of all school websites, providing feedback and required changes. All significant changes to website structure or design must be approved by the Division Webmaster before implementation.
 - 1.4. **Emergency Communication:** Ensures that critical Division-wide announcements, such as school closures, are promptly and accurately communicated on all school websites.
 - 1.5. **Resource Management:** Manages digital assets, including templates, graphics, and banners, ensuring they align with the Division's branding and are used appropriately across all websites.
2. **Principal Responsibilities** include ensuring the content published on their school's website is appropriate, accurate, and reflective of the Division's standards. This includes overseeing the planning, organization, and maintenance schedule of the website.
 - 2.1. **School-Webmaster Role:** The Principal or a designated staff member serves as the school's webmaster, responsible for updating and maintaining the website in line with Division policies.
3. **School-Webmaster Responsibilities**
 - 3.1. **Content Management:** The webmaster, under the Principal's supervision, ensures all information on the website is current and complies with Division policies.
 - 3.2. **Student Participation:** Students may assist in creating or updating web pages under supervision, ensuring all content adheres to school and Division standards.
4. **Design and Content Guidelines**

- 4.1. **Division Templates:** All schools must use the Division's designated website templates, ensuring consistency across the Division. These templates must include the school's name, logo, motto, and Division branding.
- 4.2. **Professional Presentation:** Websites must avoid using clipart and maintain a professional appearance. Banners are allowed, provided high-quality images are used and parental consent for student images is obtained.
- 4.3. **Content Standards:** All website content must be relevant to the school, curriculum, or system and comply with copyright laws. Personal security and privacy of students and staff must be maintained, prohibiting the use of personal identifiers like surnames and contact information without explicit consent.
- 4.4. **Accessibility:** Websites must be accessible to all stakeholders, including those with slower internet connections, and should load quickly.
- 4.5. **Regular Updates:** Websites must be updated regularly, with content reviewed and/or refreshed at least weekly.

5. Privacy Notice Integration:

- 5.1. **Data Collection:** Information collected via forms, including visitor IP addresses and browser details, is used for spam detection and is checked through third-party services.
- 5.2. **Cookies:** Cookies may be set for enhanced user experience, including saving login information and form submissions.
- 5.3. **Embedded Content:** Embedded content from external sites may collect additional data and track interactions.
- 5.4. **Data Retention:** Data submitted via forms is retained indefinitely. Users can request the deletion of their data, subject to administrative, legal, or security needs.
- 5.5. **Third-Party Services:** The website is powered by Rally CMS, adhering to its privacy policy.

6. Additional Guidelines

- 6.1. **Link Management:** Links to external websites should open in new windows and be regularly tested to ensure they remain active and appropriate.
- 6.2. **Maintenance Schedule:** A comprehensive maintenance plan must be established to keep the website updated throughout the year, particularly over the summer months.
- 6.3. **Website Launch and Review:** Before public launch, all school websites must be reviewed by the Division's Executive Assistant/Communication Manager. Any required changes must be implemented before going live.

Reference: Section 31, 32, 33, 52, 53, 196, 197, 222, 225 Education Act
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

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