

# SAISD Web Site Authoring Standards

– Revised 8-28-2000

The following is a list of requirements for all electronic documents posted for public view on the San Antonio School District World Wide Web computer server, which is accessed via the SAISD HomePage at <http://www.saisd.net>. *Failure to follow these guidelines may result in having your documents removed from the site.*

## SECTION I: Responsibilities

### A. Campus/Departmental Contacts

- Whether or not to publish a Web site is a campus-based decision. Therefore, assignment of Web site coordination and creation responsibilities is at the discretion of the principal or department head.
- Each school or department that decides to create a Web site should designate a single employee as the primary point of contact for all Web site-related business and transactions with District wide Web management personnel.
- Documentation related to SAISD Web site management information is available on the Intranet. <http://intranet/resource/index.shtm>

### B. Editorial Review Process

- All student-produced pages must be reviewed by the supervising faculty member *before* submission to the SAISD Webmaster for posting. *It is the responsibility of the teacher, NOT the Webmaster, to correct student grammar, style and spelling.*
- All pages, whether student- or employee-created, must be approved by the campus principal or department head (or their designee) *before* submission to the SAISD Webmaster for posting.
- The SAISD Technology Senior Director reserves the right to refuse publication for failure to follow any of the guidelines in this document.

## SECTION II: Content

### A. Editorial and Style Requirements

- All pages should adhere to the guidelines published in the *SAISD Publications Style Sheet*.
- Correct spelling and grammar are required on all pages.
- Student work should be identified as such, including grade level.
- Student work may be age-appropriate in grammar and style, but must be otherwise error-free.
- All page content should be of the highest quality possible. No “first drafts” should ever be posted.
- *The Associated Press Style Book and Libel Manual* may be used as an additional source of correct usage.
- Inappropriate content will not be tolerated and may result in disciplinary action against the employee(s) and/or student(s). *For complete definitions of acceptable use guidelines, see SAISD Administrative Procedures D-5 and F-26.*

### B. Required Content

- **All** pages must be clearly identified with the name of the San Antonio Independent School District, the name of the campus or department they represent, and the date created or modified.
- In addition to the items listed above, the main page of all sites must include the campus address, phone number (including area code), name of the principal/department head, and an e-mail link to a designated contact person.
- All pages must provide clear navigation, including (but not limited to) a link back to the school or department’s main page and the SAISD HomePage.

### C. Timeliness of Content

- All Web content should be reviewed at least monthly, and edited by the author (or campus/departmental Web contact) to remove any outdated information.
- Failure to maintain the timeliness of Web page content may result in its removal from the SAISD site.

### D. Privacy and Personal Information

- All SAISD Web pages are subject to all public information and privacy rules and regulations as stated in the Family Educational Rights and Privacy Act (20 U.S.C. SEC. 1232G) and SAISD Board Policy - GBA (LEGAL) GBA (LOCAL)
- Photos of students and/or student work should not be published without prior *written* parental permission (see attached release form). **Permission slip forms should be filed at the campus.**
- Students should be identified on Web pages by first name and last initial only.
- Copies of published student work must not contain any grading information or teacher comments.

### E. Copyright and Fair Use

- All pages submitted for posting must comply with all applicable federal copyright laws and regulations (Chapter 17 of the United States Code) as well as SAISD School Board policy - EFE (LOCAL) EFE (LEGAL).
- Educational use does *NOT* exempt your campus or the SAISD from federal copyright law. The same rules which apply to photocopying textbooks, and other teaching materials usually apply to the Internet as well. In general, *if you don’t have WRITTEN permission, don’t use it.*
- The same rules which apply to written research papers concerning references to source materials apply to Internet sources as well. All direct quotes from another Web site should include a footnote or endnote with a hypertext link to the original source material.
- All illustrations, photographs, logos, clip art, and other visual elements found in books, magazines, and on Web sites are either the exclusive property of the publisher, or are licensed by the publisher for a specific use. Your ability to locate and download an image does not constitute your right to use it.
- Even Web sites offering so-called “free” clip art may not have permission to distribute those images legally. Unless the site contains a written licensing agreement and/or waiver, don’t use its artwork.
- **Copyright violations can and do result in court action on a regular basis.** Don’t be tempted to “cheat” because you think you won’t get caught. The example you set for your students is much more valuable than a few pixels of clip art.
- All student-produced Web pages remain the intellectual property of the student. All SAISD employee-produced Web pages become the intellectual property of the District - Board Policy CQ (LOCAL).

## F. Advertising Policy

- SAISD strictly prohibits the display of advertisements on SAISD school related pages. This includes: links, e-mail addresses, banners, or any other association the District feels fits in this category. Violations will result in the removal of school pages from the District web site.

## SECTION III: Technical Information

### A. Web Page Creation

- The SAISD Web site editorial team recommends and supports the following HTML authoring software:
  - Macromedia Dreamweaver
  - Allaire HomeSite
  - ClarisWorks
  - Adobe PageMill
- If you would like to use HTML software other than those listed, call the SAISD Webmaster for assistance: 476-8990.
- The SAISD Web site editorial team does *NOT* recommend or support Microsoft FrontPage (or its site management conventions) due to incompatibility with the existing structure of our site.
- Use of dynamic page authoring tools such as CGI, Active Server, and Cold Fusion may be possible through special arrangement with the SAISD Webmaster. Call for details.
- Graphics may be created using any software, as long as the finished files are in standard GIF, JPG, or PNG format.
- **Do not include spaces in file names or directories.** Abbreviated files are allowed.

### B. Submitting Web Pages for Publication

- Pages may be submitted electronically to the SAISD Webmaster via FTP (File Transfer Protocol).
- All submitted pages must have their own relational directory structure already in place. *Pages with broken links resulting from incorrect directory structure will be returned to you for correction.*
- All JPG and GIF graphic images must be submitted with your pages. *Do NOT link to images elsewhere on our site or on another site.*
- Submit only those pages and images necessary for the publication of your site. Be sure to remove all previous versions, rough drafts, and unneeded graphics BEFORE submission.

### B. Use of Artwork

- We suggest you invest in a commercially-available clip art collection on CD-ROM. Disks containing tens-of-thousands of images can be purchased for less than \$50. *Note: Many word processing and Web authoring software programs include truly free and legal clip art on their installation CD-ROMs.*
- Official SAISD logos and other images located on the SAISD Web Resources Intranet page (<http://intranet>) may be downloaded and used by SAISD schools and departments without permission.
- Do NOT use artwork from elsewhere on the SAISD HomePage or SAISD Intranet without prior permission of

the SAISD Technology Webmaster or Communications Office Internet Editor.

- Do NOT use artwork or logos from the SAISD HomePage for print publication (these low-resolution images will look too “fuzzy” in print). Please contact the SAISD Communications Office for your non-Web artwork needs at 299-5799.



## San Antonio Independent School District

1702 N. Alamo St. | San Antonio, Texas | 78215  
Telephone (210) 476-8990 / Fax # (210) 281-0256  
Technology Support

### STUDENT PERMISSION FORM INTERNET WEB PAGE

A parent/guardian must give written consent before a student's name or picture is posted on the SAISD Web page. If your campus would like us to proceed with this request, we will require a Student Permission Form be required with parents approval. Student Permission Forms should be submitted and filed at the campus.

✓ Please list the file names associated with this student.

✓ File: \_\_\_\_\_

Form should be filed at school of student's attendance.

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Dear Parents and/or Guardians:

We would like permission to use your child's name/or picture on our *SAISD Web Page*. Pictures or name that appear on the web will include *first name* and *last initial only* to protect the privacy of the child. If you have any questions please contact the Technology Support Office or your child's school.

Please fill out the Student Permission Form below.

**Please Print:**

Student's Name: \_\_\_\_\_ Grade: \_\_\_\_\_  
Last First MI

Parent/Guardian's Name: \_\_\_\_\_

I hereby give my permission

No, I do not give my permission

Signature of Parent/Guardian: \_\_\_\_\_ Date: \_\_\_\_\_

➔ Please return this signed form to your child's campus.