



HUNTINGTON BEACH UNION HIGH SCHOOL DISTRICT

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Guidelines for the Development & Publishing of Web Pages

All materials submitted to the district for Web posting or materials that are posted directly by a school/department to any home page must conform to the requirements and limitations contained in the HBUHSD Acceptable Use Policy. Creators of Web pages have an additional responsibility to ensure that our websites adhere to high standards and contain relevant information that is consistent with our district's mission.

General Guidelines

1. Posting of Student Information such as mailing addresses, phone numbers or email addresses on a website is strictly forbidden.
2. The posting of student names and pictures is permitted under the following regulations:
 - A. Closed Forum - a closed forum is exclusive to students, district staff, and approved visitors. The best example of a closed forum would be an everyday class, such as Math, where the student's presence is mandated.
 - A signed media release form from the custodial parent or guardian is required in order to publish a students' pictures with their names.
 - If no students are clearly identifiable in a picture, the picture may be posted without a media release.
 - B. Limited Forum - a limited forum is also exclusive to students, district staff and approved visitors: however, the student's presence at such an event is optional, not mandated. An example would be attending a club meeting during lunch.
 - A signed media release form from the custodial parent or guardian is required in order to publish a student's picture with their name.
 - A picture without the name(s) may be posted if the picture is of unidentifiable individuals or of a group of students where the group is not identified. For instance, a picture taken of a group of students at a Key club meeting may be used if it does not identify them as Key club members.
 - C. Open Forum - an open forum is a school sponsored event or activity where student attendance is optional. Additionally, this event is open for public attendance. An example of this would be athletic or academic contest such as a football game or an academic decathlon contest.
 - No special permission is needed to publish the picture(s) or name(s) of a student or group of students.
3. All district policies concerning "hate speech," defamation, obscenity, plagiarism, privacy, and copyright will govern material placed on all websites. Disciplinary policies and regulations will also govern such material

Our mission is to ensure all students learn and achieve to their maximum potential in a supportive and innovative environment that develops creative, responsible and productive individuals prepared to meet the challenges of the future.

4. All pages must be free of spelling and grammatical errors. Documents may not contain objectionable/questionable material or “links” directly to objectionable/questionable material. Objectionable/questionable material is defined as material that does not meet the standards for instructional resources specified in district policies.
5. All Web pages on district servers are property of the district. Web pages will be deleted when a teacher leaves the district unless prior arrangements have been made with the webmasters or district/school administration.
6. Advertisements or links to business partners are not allowed on a Website unless board approval has been obtained. If a school has a partnership it wants to recognize, the recognition will be in the form of a specific credit.

Publishing Guidelines

Anyone who creates content for electronic publishing on district web-servers assumes responsibility for this work. This includes students, teachers, school aides, clerks, secretaries, principals, administrative staff and the Superintendent’s Cabinet. Each level has its own editorial responsibilities as defined below, but all web pages are expected to be consistent with the district’s mission and be educationally informative.

1. District Web Pages - Departments at the district office publish information about the department and its activities and procedures. Approval for publication of these documents lies at the cabinet level. The appropriate administrator must approve documents for publication on either Internet or Intranet servers. Each department should have its own publisher who is trained and supported by the Information Systems Department. It is the department manager’s responsibility for the editing of all documents to be published by that department.
2. School Web Pages - The Principal and school Webmaster will establish a process for managing the school web site and monitoring class, teacher, student, and extracurricular web pages. All official material originating from the school will be consistent with district guidelines and approved through a process established by the school. The school Webmaster may develop additional guidelines and placement processes for the school web site as needed.
3. Teacher or Classroom Web Pages - Teachers may establish web pages for use with class activities or that provide a resource for other teachers. Teachers will be responsible for maintaining their class or educational resource sites in such a manner as to reflect well upon the district and school.
4. Non-instructional Staff Web Pages - Non-instructional staff may develop web pages that provide a resource for others. Staff will be responsible for maintaining their resource sites in such a manner as to reflect well upon the district and school.
5. Parent Volunteer Groups - Adult volunteers may develop web pages that provide a resource for others provided they have a designated staff advisor. The staff advisor will be responsible for helping volunteers in maintaining their resource sites in such a manner as to reflect well upon the district and school.

6. Student Web Pages

- a. Students may create a web site as part of an educational activity. Material presented on a student-created web page must meet the educational objectives of the activity and are subject to the individual limitations of the school for that activity.
- b. Student web pages must include a notice that indicates them as such. The following notice serves as an example: "This is a student web page. Opinions expressed on this page shall not be attributed to the district." The district reserves the right to remove any student web sites from the network at any time.
- c. All student pages must be reviewed by their advising teacher or administrator before they can be published on the website.
- d. Students are not allowed to have the login information for any web server or upload any files to the Web server. Approved district staff members are the only ones who may upload student made pages.

Technical Guidelines

1. The School site or district will develop additional consistency standards as the need arises.
2. In order to limit degradation in response times, no image may be embedded in any home page that is greater than 70K bytes. Larger image sizes will be permitted if they are on their own page and accessed by clicking a description or thumbnail graphic on the home page
3. All links contained on web pages must be tested and edited to ensure the accuracy of the "links," and check for conformance with the standards outlined in this document. Please note that Web pages should not contain "links" to non-existent Web pages.
4. Any graphics, sound, or video used on Web pages must conform to the format currently used or approved by the district.
5. Websites and pages should utilize strategies that easily allow the blind and visually impaired to access the information on them. More information regarding this may be found at the following URL <http://www.scils.rutgers.edu/~mowalker/access05.htm>

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