

MEDICINE HAT SCHOOL DISTRICT NO. 76

ADMINISTRATIVE PROCEDURES

TITLE: Website Guidelines	POLICY REFERENCE: 570 Cyber Space and Technology Use Protocol
PROCEDURE CODE: 570 P 003	

GENERAL

Public websites require regular maintenance and updates to keep parents, students and other school-life stakeholders up-to-date with school activities and information. The District website administrator(s) and each school website administrator(s) is/are expected to keep the content of their website current and updated.

Regular review of the items below will ensure that these areas are being monitored and updated.

PROCEDURES

As identified below, these components of the public websites require monitoring and updating:

District Documents and Links

District publications that are presented on each school website are created as external links to the source document on the District website to ensure current information is displayed.

Examples:

- Annual Education Results Report:
This document must be added to school websites annually as the new publications are posted on November 30 of each year. The Annual Education Results Report-Education Plan can be found on the District's *Publications* tab.
- Current District Calendar:
Information can be located under the District's *Publications* tab.
- Transportation:
Information on transportation can be found under the *Schools* tab on the website

News and "What's New"

A minimum of three news events are to be added to each school website; the information is to be located on the school *Home Page* as well as summarized in the *What's New* section of the website. For instructions on maintaining your website contact your Communications Coordinator.

Newsletters (School Websites)

Schools should utilize the newsletter functionality on their websites to keep parents, students and other special interest groups such as parent councils and alumni associations updated with regular messaging and/or newsletter email outs. With proper security configuration, the publishing and management of each newsletter may be delegated to and managed by a parent, a teacher or students. The newsletter module allows recipients to subscribe and unsubscribe with their email address.

For more information on Newsletters, refer to the Newsletter PDF in the “School Messenger: Presence” support documents/resources.

Calendar

Each school calendar should be maintained and updated regularly with upcoming events happening at the school, holidays, and important meetings for students and parents. The District calendar includes important dates at the District level as well as important school events, public events or inter-school events.

The calendar can be updated directly from the page, or the school google calendar can be linked to the page. Calendar events are summarized on the home page to give viewers easy visibility to upcoming events.

Home: Banner Images

Banner images are the most visually engaging portion of websites. It is important that banners reflect current and relevant images from a school community/life. A banner size of 1320px x 464px and file size under 100mb is required to fit the site layout. A minimum of three of the allowable eight banners are expected to be displayed and updated regularly to maintain a fresh look.

Staff Directory

- District: Central Office/Warehouse staff employee profiles will be presented with a photo, job title, description and other pertinent details. Each staff member is expected to update their own information.
- Schools are to verify current teacher/staff profiles are present with a photo, job title, description and any other pertinent details. Contact the District’s Help Desk to report staff members who are missing, or those that need to be deleted from your list.

Teacher Pages

It is advisable for each teacher to create and update their own teacher page as a way to post assignments, their biography, calendar information, links, etc.

Empty Pages

Occasionally, when creating a multi-level navigation menu hierarchy, empty pages without content will be created. Empty pages cause confusion for viewers who are expecting content on each page. Ideas regarding how to address empty pages follow:

- Drag and drop a Page Directory portlet from the Content Management portlet area in design mode.
- Add a picture and some text describing this subject area.

- If the page does not have child pages, hide this page by navigating to the page's parent page, clicking Page Options->Page Status and selecting Hide Selection next to the page name. This will hide the page until it is completed.
- Unused Pages - When pages or areas of a site are not used, the pages should be hidden to avoid confusion.

USER MANUALS, TRAINING RESOURCES AND TECH SUPPORT

SchoolMessenger, the company that maintains the “Presence” software, provides a comprehensive selection of user manuals and offers training webinars which you can sign up for using this link: <https://www.schoolmessenger.com/training/presence-webinars>

.SchoolMessenger also provides 24/7x365 technical support, details are outlined on their site: <https://www.schoolmessenger.com/support>

Access to user manuals and online technical support can be found by logging in, then clicking on the “?” (question mark symbol) along the top menu black bar. Technical support is available by calling 1.800.920.3897 or use the online chat line.

Proposed:
October 26, 2017

Approved: