

SCHOOL WEB POLICY GUIDELINES – SECTION 614

Introduction

The Sidwell Friends School Web site serves as a resource for individuals both inside and outside of the Sidwell Friends community. Consisting of Internet and intranet components, the site functions as a central means of communication for Faculty, Staff and students. Parents, alumni, and prospective students and employees are also included in its target audience.

In accordance with the Board of Trustees and Head of School's request that the SFS Web site be treated as an official School publication, a part-time Web Coordinator was appointed during the 2000-2001 school year to serve as the monitor of the site. The Coordinator is charged with regularly reviewing the School's Web pages to ensure that the information presented is accurate, consistent, and up-to-date, and that design elements are uniform. In addition, the Web Coordinator serves as the contact for any "visitors" who have questions about the site. As chair of the School Web Committee, the Coordinator works directly with eleven "Web representatives" and the Director of Information Technology.

The eleven Web representatives -- one from each division and office of the School -- are responsible for ensuring that the needs of their constituencies are being recognized and carried out. They assist with the creation, publishing, maintenance and updating of their office or division's Web pages. They are also responsible for reviewing their section of the site for currency of information and conformity with style regulations. Representation has been established for the following areas: Admissions, Kogod Arts Center, Finance and Operations, Development Office, Head of School's Office, SFS Libraries, Physical Education, Lower School, Middle School, Upper School, and the Student Body. Faculty, Staff, and students should direct comments, concerns, questions, suggestions, and requests concerning the site to their designated representative.

Internet

The Internet (or public) section of the Sidwell Friends Web site (<http://www.sidwell.edu>) is a key means of communicating with prospective students and employees, as well as current students and their families, outside institutions and teachers, alumni and the world at large. It serves as a resource that allows users to access up-to-date news, calendars and schedules. The School's philosophy, history, curriculum, student publications, admissions materials and campus maps are also available here, as are job postings and course and club-related pages created by Faculty and students.

Intranet

The intranet (or internal) section of the Sidwell Friends School Web site is currently under construction. Once completed, it will be accessible to employees and students through the use of a password. While the Internet side of the site principally serves as a polished public publication for people interested in learning more about the School, its

curriculum and culture, the intranet will be a more informal resource and communication tool for members of the SFS community. Works in progress will be acceptable here. Students, teachers and Staff members will also use the intranet to check their personal e-mail accounts.

Four URLs (Uniform Resource Locators) have been proposed for each academic division of the School and Physical Education: <http://www.sfsnet.org/us>; <http://www.sfsnet.org/ms>; <http://www.sfsnet.org/ls>; and <http://www.sfsnet.org/pe>. Here, as on the Internet section of the site, teachers and students will be able to post curriculum, class, and club-related pages and projects. Daily news and information for the division might also be placed here. Web representatives, in consultation with their constituencies, will ultimately decide what is to be included in each divisional section. Parents will, upon request, be assigned a password to access the information posted on these URLs.

An Information Technology site, <http://www.sfsnet.org/it>, will include information for employees and students about FrontPage (the software being used to create and maintain SFS pages) as well as general technical advice that one might also receive by contacting the Help Desk.

Two URLs will also be established for use by employees only. Administrative Staff will be able to post pages related to the work of their offices on <http://www.sfsnet.org/administrative>. School publications such as the *Faculty and Staff Directory* will also be found at this address. A Human Resources site, <http://www.sfsnet.org/hr>, will include information of interest to employees, as well as the *Employee Handbook*.

Additional intranet sites may be added in response to community interest.

Personal Web Pages

Faculty and Staff who wish to post pages that are not primarily related to School business may do so at <http://FacultyandStaff.sidwell.edu>. All student personal pages must be maintained at <http://students.sidwell.edu>. Creators of personal pages are responsible for their content, and a disclaimer that states this can be found on the introductory page of each of these two URLs hosted by the Sidwell Friends School Web site. However, anyone who publishes pornographic or other offensive materials of a visual, verbal, or auditory nature will be subject to disciplinary action by the School. The incorporation of links containing such materials is also prohibited on personal Web pages. Student pages must comply with the terms of the user agreements maintained by each division of the School.

Creating and Publishing Web Pages

All pages on the Sidwell Friends School Web site may be created and published using FrontPage. With access to FrontPage, Faculty and Staff members will be able to create new Web pages or modify existing ones from their own computers. When a person has

created a new Web page for either the Internet or the intranet, he or she should contact the appropriate Web representative to assist in publishing it. Should the representative be unavailable, the person may contact the School Web Coordinator or the IT Director.

Any student projects or course-related work (including club pages), which will be found under the *Academics and Student Life* section of the Web site, must first be sponsored by a member of the Faculty or Staff. Faculty, Staff and students will need to place their work on *test.sidwell.edu*, a copy of *http://www.sidwell.edu*, while it is in the developmental stage.

The Parents Association pages on the Internet section of the site are maintained by that organization. All submissions must be sent directly to the Parents Association Web editor. Parents wishing to post information about specific students, teachers, Staff members, courses or any school-sponsored program or activity, must first notify and gain advance permission from the students, teachers, coaches, and/or Staff members involved.

While assistance is available, Faculty and Staff need not consult their representative to publish personal Web pages hosted by the SFS site (i.e. on *http://FacultyandStaff.sidwell.edu*). Students, however, must submit personal Web pages to their divisional representative prior to publication on *http://students.sidwell.edu*. These personal Web pages should be stored in a folder entitled *public.html* on the 'H' (personal) drive on the SFS network. To have this folder created, individuals should contact the School Web Coordinator and complete a request form. The Coordinator will then work with the IT Director to have the folder set up.

Maintaining and Updating Web Pages

Internet

In order that the Internet section of the site serve as a reliable resource for prospective students and employees, as well as for parents, current students, alumni, Faculty, Staff, and members of the academic community, it must contain timely information. Web representatives review their office or division's section on the Internet and work to ensure that it is being properly maintained and updated. Routine updates or small changes (e.g. addition of text and links) should be made on *test.sidwell.edu* in cooperation with the representatives. Any major stylistic or content changes should be brought to the attention of the Web Coordinator by the representative. Changes involving lengthy documents and/or high resolution images, for example, may be given to the Web Coordinator on disc, sent to her via e-mail, or put on a shared drive. She will work closely with the IT Director to effect such changes.

Before the Web representative updates an Internet page, he or she will ensure that the page meets the required style specifications and that any links are accurate and active. Any questions or ambiguities should be cleared through the Web Coordinator.

Faculty pages, which are found in the *Academics and Student Life* section of the site, may be updated or modified by teachers without consulting the Web representative. Such pages are not subject to the site's style specifications, although they must remain current and avoid dead links. Student academic work and club pages found here must be kept up-to-date in coordination with the sponsoring teacher or the divisional Web representative.

The School Web Coordinator is responsible for updating the *What's New* section on the home page, as well as the annual calendar, *SFS Notes*, and information included in the *About Sidwell Friends* section. Suggestions for the *What's New* section are accepted by the Coordinator at any time. When suggestions are not contributed, the Web Coordinator will consult the Bimonthly Calendar for events to publicize.

Photographs on the Internet portion of the site are changed on a regular basis by the Web Coordinator and the Web representatives. The student-run *Digital Photo Club* takes photographs for publication on the Web site. As the advisor of the group, the Coordinator consults with the students on a regular basis. Requests for posting of photographs related to specific events or topics may be directed to the School Web Coordinator.

Intranet

It will be the responsibility of Faculty, Staff, and students to make updates to the pages they place on the intranet. While Web representatives will be available to offer assistance with updates or modifications, they will not be responsible for monitoring these pages to ensure that text is accurate and links are current. Employees and students will nevertheless be encouraged to keep them current.

Personal Web Pages

The content and the currency of the information on personal Web pages are the responsibilities of their creators. A disclaimer regarding hosted Web sites may be found under *Terms of Use and Copyright Policy* off the site's home page. Web representatives are available to offer assistance in updating these pages. They are also responsible for periodically monitoring them for conformity with School regulations.

Required Style Specifications (Internet only)

In order to maintain consistency in the appearance of the pages on the Internet portion of the site, the following should be incorporated *on all but Faculty, student, club, and Summer Programs Web pages*:

- Font: Arial; Font Style: Regular; Size: 10
- True maroon, dark gray, light gray, and blue
- Dark blue hyperlinks
- Photographs of approximately 285 pixels wide x 205 pixels high for main pages
- Right alignment of photographs used on the main pages
- Horizontal spacing of 20 and vertical spacing of 4 for photographs on main pages

- Header panel including Sidwell ‘home’ graphic, title banner, and horizontal navigation “buttons.”

Faculty, student and club Web pages should include a link to the SFS home page as well as e-mail or other contact information.

All Web pages on the Internet must comply with the following requirements:

- For multi-page sections, the date of the last update should be included on the first page. Single-page sections should also post the most recent date on which changes were made.
- To enable a faster downloading time, scanned photographs should be limited to 144 dpi.
- Links to pages that are defunct or “under construction” should not be created.

No specific style requirements apply to personal Web pages posted on <http://FacultyandStaff.sidwell.edu> and <http://students.sidwell.edu> or to the SFS intranet.

Privacy Regulations (Internet only)

Personal contact information for students, including home and e-mail addresses, telephone numbers and other information that could be used by unauthorized individuals, will not be published on the Internet areas of the site.

In order for student names, photographs and projects to be included on the Internet area of the SFS Web site, there must be a release signed by the student’s parent or legal guardian on file in the Business Office.

To prevent the association of names and faces, names of students should not be placed on the same Web pages as their photographs. The use of students’ last names is discouraged.

Advertising

Unless approved by the Administrative Council, the advertising or direct sale of goods and services is prohibited on all sections of the Sidwell Friends School Web site. This also applies to personal Web pages that are hosted by the School’s site.

Copyright

Posting or providing access to material that violates the copyrights of others is prohibited. No copyrighted materials, including educational materials subject to copyright, may be posted anywhere on the Internet or intranet sections of the Sidwell Friends Web site, nor on personal Web pages hosted by Sidwell Friends, without the authorization of the copyright owner. Knowingly providing links to Web sites that contain pirated materials is

also prohibited. Anyone who repeatedly violates this rule may lose the right to have his or her materials hosted by Sidwell Friends or posted on the School's site.

Anyone wishing to assert his or her copyright to original materials that he or she has placed on the Sidwell Friends Web site may include the following on the first page of the materials: "Copyright © 2002 [name]."

Acceptable Use

Sidwell Friends has adopted and enforces the standards set forth in these *Web Policy Guidelines* for materials posted on its Web site and on the personal Web pages that it hosts. The School reserves the right to remove or disable access to material that violates its acceptable use policies. However, the School does not assume any responsibility or liability for content provided by others, including content provided by Faculty, Staff, and students on their own personal Web pages. Nor does Sidwell Friends assume any liability or responsibility for failure to enforce its acceptable use standards as set forth herein.

For Further Information

Members of the Faculty, Staff, or student body are encouraged to refer questions or comments about both the Internet and intranet sections of the SFS Web site, including personal Web pages, to their Web representatives

Help Desk technicians are available to assist in the use of FrontPage. Individuals may also contact the School Web Coordinator and IT Director for all forms of assistance.