The purpose of this regulation is to establish standards and procedures for developing, implementing, securing, and maintaining Prince William County Public Schools’ websites in order to achieve the goals of the Prince William County Public Schools, and to use electronic information and communication for effective teaching, learning, and school management. Furthermore, these standards are intended to safeguard confidential student and employee information, and to maintain accurate content and a consistent visual identity throughout the hierarchy of Division websites. Development and implementation of PWCS websites must also be consistent with the standards set forth in Regulation 295-1, “Computer Systems and Network Services - PWCS Responsible Use and Internet Safety Policy,” which governs access to, implementation, and use of all aspects of the PWCS network infrastructure, and Division websites.

I. Management of the PWCS Website

A. Website Development Roles of Responsibility:

1. The PWCS Administrative Coordinator of Web Services shall manage and maintain the primary PWCS website and web server (www.pwcs.edu) and component web sections, and coordinate all PWCS sponsored websites. The Administrative Coordinator of Web Services shall ensure that the standards set forth in all applicable School Board policies and regulations are followed; ensure accessibility of PWCS websites; produce website content when assigned; implement interactive features of websites; and recommend, plan, and implement the growth of the website program.

2. School Principal or Central Office Manager (i.e., department director or supervisor) - The School Principal or Central Office Manager shall provide general oversight of web content and format, and shall also give written authorization for the Web Manager to upload files to web servers.

3. Web Managers - Web Managers shall be designated staff members who develop and implement web pages and web sections for central office departments or schools with the permission of the Principals or Central Office Managers.
4. Web Authors/Editors - Web authors/editors shall be staff members, students, or trusted community members who utilize tools/technology to produce and edit PWCS web pages, subject to the requirements of this Regulation and Regulation 295-1, “Computer Systems and Network Services - PWCS Responsible Use and Internet Safety Policy.”

B. Website Planning, Implementation, and Oversight Responsibilities:

1. Each school and central office department shall have responsibility for, and oversight of, the planning, development, and implementation of web page components for their school or department website. Ultimate responsibility for compliance with the standards set forth in this Regulation and in Regulation 295-1, “Computer Systems and Network Services - PWCS Responsible Use and Internet Safety Policy,” rests with the Principal or Central Office Manager responsible for the school or central office department.

   The Principal or Central Office Manager is also responsible for the security and protection of all sensitive and confidential data, including data pertaining to individual students and employees, and for compliance with all standards protecting such data.

2. Administrators and central office staff shall also participate in planning, advising, and reviewing school or department websites.

3. The Web Manager of a central office department or a school shall produce, maintain, review, and upload (publish) web page components and ensure that standards are followed for their department or school web section.

   - All new web pages created by staff or students and inserted on PWCS websites shall be previously reviewed and approved by the Web Manager or the School Principal or Assistant Principal, or if not a school, the Central Office Manager.

   - All links to external websites from any Division or school website or page must comply with the links and disclaimer requirements set forth in Section III of this regulation.
4. Feedback shall be obtained by the Administrative Coordinator of Web Services from Internet users concerning website accessibility, usefulness of information, and recommendations for additional information or features.

5. The Administrative Coordinator of Web Services may assist web authors/editors with initial web page development by request, in advance of the anticipated posting date.

6. The Administrative Coordinator of Web Services may provide training in web development techniques to Web Managers in schools and departments on an as needed basis.

7. Website visitor traffic shall be monitored and documented by the Administrative Coordinator of Web Services, as measured by number of visits (“hits”) per day.

8. Posting files and access to the PWCS Web server shall be implemented by designated Web Managers.

   - To request access to the PWCS web server, the Principal or Central Office Managers responsible for the school or central office department shall contact the Administrative Coordinator of Web Services initially through a verifiable form of digital or written communication requesting access on behalf of a new Web Manager and specifically stating that the new Web Manager has access to publish web pages.

   - The Web Manager shall publish files to the web server using the process designated by the Administrative Coordinator of Web Services.

II. Content Standards for Website Development

A. The standards contained in PWCS Policy 295, “Standards for Use of Telecommunications and Internet Technologies,” and Regulation 295-1, “Computer Systems and Network Services - PWCS Responsible Use and Internet Safety Policy,” shall be adhered to, in addition to the standards set forth in this regulation.

B. The standards contained in Policy 923 and Regulation 923-1, “Commercial Advertising,” and in Section XI of Regulation 951-2,
“Booster Clubs and Other Approved Parent Groups,” must also be followed for any web content or format involving commercial advertising.

C. All web pages and all links to sites outside the PWCS network shall be consistent with the PWCS Mission Statement and appropriate for the intended audience. Content which is plainly offensive, lewd, vulgar, sexually explicit, or obscene, is prohibited and shall be immediately removed. Content which results in (or it is reasonably foreseeable that it will result in) disruption to the operations of the school or the Division, may also be prohibited or removed. Since the PWCS network infrastructure and all PWCS websites are school-sponsored venues, the Division limits their content to subject matters which are consistent with the curricula and educational mission of PWCS.

D. Web Managers shall report the following development activity to the Administrative Coordinator of Web Services:

- New websites being planned or developed;
- Addition of interactive web functions and applications;
- Changed web address (URL);
- New Web Managers designated;
- Changes in personnel that need to be reflected in the PWCS website;
- Web problems or errors encountered by developers or users;
- Suggestions for improving or enhancing web pages; and
- Comments from the public that will be helpful in evaluating the effectiveness of the website.

E. Administrative department web pages shall include a description of departmental responsibilities, as well as an email address to receive and respond to questions about the department.

F. Web Managers shall ensure that all text is proofread and error free on all web pages.

G. Web pages shall be updated on a regular basis and time-sensitive information shall be updated promptly.

H. Contact information (including name/title, office location, phone number, and/or email address) shall be inserted on web pages where appropriate in order to enable users to ask about information on the web page or report problems accessing the web page.
I. Where possible, graphics/images shall be as small in file size as possible (100 kilobytes is optimal) to ensure faster download time. Graphics should be resized to the smallest size possible in a graphic editor prior to inserting on a web page.

J. Photos and names of students and staff are allowed on PWCS websites for the purpose of publicizing school activities or student achievement, but Web Managers are cautioned to use them with discretion, and in accordance with Regulation 790-3, “Release of Directory Information,” which gives students and their parents/guardians the right to opt out of public disclosure of their names, photos, and other student information. Information regarding individual students may only be used if it meets the definition of directory information contained in Regulation 790-3, and the student/parent/guardian has not opted out of such disclosure.

K. File sizes of web page elements (e.g., images, Power Point files, pdf files) shall be kept as small as possible to facilitate better access and faster download time.

L. Standard copyright laws for publications shall be followed for web page content.

M. Interactive or advanced functions (i.e., online forums, bulletin boards, discussion boards, blogs, chat rooms, guest books, etc.) and advanced functions (i.e., registration applications, databases, video streaming, web cams, RSS feeds, and pod casts, etc.) may present unique technological, administrative, or legal issues, and require advance review and approval.

1) Interactive or advanced functions:

   - Addition of or access to any interactive or advanced web function must be previously approved by the School Principal or Central Office Manager, and/or the Director of Information Technology Services, and meet the following requirements:
(a) involve a PWCS managed and controlled web server or website;
(b) meet the content standards of this regulation and Regulation 295-1, “Acceptable Internet Usage Policy”;
(c) further the educational or administrative purposes of the Division; and
(d) have the ability to moderate, monitor, and limit access to the class of users and is not open to the general public.

2) Non-PWCS managed and controlled web function:

- Addition of or access to any interactive web function which involves a non-PWCS managed and controlled web function is prohibited, unless:

  (a) it is directly related to the educational or administrative purposes of the School Division;
  (b) it is previously approved by the School Principal or Central Office Manager and/or the Director of Information Technology Services;
  (c) it has the ability to moderate, monitor, and limit access to the class of users and is not open to the general public, must be previously approved by the School Principal or Central Office Manager, and/or the Director of Information Technology services; and
  (d) A link to it is preceded by one of the following disclaimers:

    Upon leaving the PWCS website, a pop up window displaying: “Warning! You are leaving the PWCS website. This web page contains links to one or more websites outside the PWCS network, which are not PWCS venues and may not reflect the views or opinions of PWCS. PWCS does not control the content of such websites and does not sponsor or endorse any messages, products, or services contained on such websites.”

    Or, in cases where a pop up window is not enabled, the following text must be displayed below the link: “External Website – Clicking the link above exits the PWCS website.”
3) The Administrative Coordinator of Web Services or Associate Superintendent for Communications and Technology Services or designee shall have the authority to disallow interactive and advanced functions if they are deemed inappropriate.

N. Individual IP numbers may be collected and used to analyze security breaks to PWCS web servers.

O. PWCS shall not place a computer file, commonly referred to as a “cookie,” on an Internet User’s computer, other than for online registration or participation in PWCS online programs or web applications.

III. Hyperlink Standards:

A. The home/main page of all PWCS websites shall have a reference and hyperlink to the primary PWCS website home page (www.pwcs.edu).

C. Links to non-PWCS websites must advance the goals of the Prince William County Public Schools in the use of electronic information and communication for effective teaching, learning, or school management.

D. Required Disclaimer. For links to external websites or web pages produced by an outside source or organization (i.e., sponsors, partners, booster clubs, parent organizations, distributors of athletic or team paraphernalia, or other advertisers, etc.), the PWCS Division, school, and other PWCS affiliated websites must use the following disclaimer methods and wording:

- Display on all footers of the website:
  “Warning! This web page may contain links to one or more websites outside the PWCS network, which are not PWCS venues and may not reflect the views or opinions of PWCS. PWCS does not control the content of such websites and does not sponsor or endorse any messages, products, or services contained on such websites.”

- Display on outside links a pop-up window as the user leaves the PWCS web page:
  “Warning! You are leaving the PWCS website. This web page contains links to one or more websites outside the PWCS network, which are not PWCS venues and may not reflect the views or opinions of PWCS. PWCS does not control the content of such websites and does not sponsor or endorse any messages, products, or services contained on such websites.”
• Or, in cases where a pop up window is not enabled, the following text must be displayed below the link in either of the two options below:
  “External Website – Clicking the link above exits the PWCS website.”
  “Advertisement – Clicking the ad above exits the PWCS website.”

E. Links to Booster Clubs and Other Parent Organizations. Schools may provide a direct link on school websites to approved booster clubs and other approved parent organizations. See Policy 923 and Regulation 923-1, “Commercial Advertising” and Section XI of Regulation 951-2, “Booster Clubs and Other Approved Parent Organizations.” However, all such links shall be preceded by one of the disclaimers set forth above. In addition, the home/main page of the booster club or other approved parent organization must include the following disclaimer in a prominent place:

  “The [enter name of booster club or approved parent organization] is not a program or department of the Prince William County Public Schools, but an independent organization which has obtained the approval of PWCS to support its schools, students, teams, programs, and extracurricular activities. All funds raised by [enter name of booster club or other approved parent organization] must be used for approved school purposes.”

F. Prince William County Public Schools does not endorse the contents of any linked sites and reserves the right to remove or restrict any links to sites containing plainly offensive, lewd, vulgar, obscene, or sexually explicit materials; to materials which are inconsistent with the PWCS Code of Behavior or the curricula or educational mission of the Division; to materials which are disruptive or potentially disruptive; to materials which are harmful to the emotional, mental, or physical safety and well-being of students, staff, or the public; or which are otherwise outside the scope of permissible uses set forth in Regulation 295-1, “Commercial Advertising.” School Division staff shall review all linked sites and pages when they are inserted, and shall continue to review them periodically. If any linked home page content is considered inappropriate, staff shall bring the matter to the Principal or Central Office Manager immediately and to the attention of the Administrative Coordinator of Web Services at WebMaster@pwcs.edu.
G. Any business desiring to have PWCS link to its site must submit a request to the Web Manager responsible for that department or school, who will decide whether to allow the link based on the standards contained in this regulation and Regulation 295-1, “Commercial Advertising.”

Links may be removed at any time without notice when and if such sites do not adhere to PWCS requirements. Removal of linked sites may be appealed to the Associate Superintendent for Communications and Technology Services.

H. Prohibited Links. Links to external websites are limited to those websites maintained by local, state, or federal government, and other websites whose content is directly related to the education, mission, or administrative operations of PWCS. Links are only allowed to commercial websites (websites promoting or selling goods or services) under the requirements set forth in Regulations 923-1, “Commercial Advertising,” and 951-2, “Booster Clubs and Other Approved Parent Groups,” and for partnerships, sponsors, and donors approved by the Office of Community and Business Engagement and approved initiatives of the Prince William County Public Schools Education Foundation.

I. Links to personal websites are prohibited. Other prohibited websites include but are not limited to:

- Personal web pages and lists of personal web pages;
- Websites that sell term papers, book reports, and the like;
- Websites which contain material which is plainly offensive, lewd, vulgar, sexually explicit, obscene, or otherwise unsuitable for viewing by minors;
- Websites which contain information or material which is inconsistent with the curricula or educational mission of PWCS;
- Websites which threaten any person or class of persons, or which defame or attack the reputation of any person;
- Websites which encourage or assist in violations of the law or of the PWCS “Code of Behavior” (such as selling term papers); or
- Websites which contain or enable users to violate copyright or trademark laws.
IV. **Format and Style Standards:**

A. Administrative department web pages shall follow standard formats for banner graphics, navigation design, font styles, font colors, and page colors and graphic designs as designated in the standardized template provided by the Administrative Coordinator of Web Services.

B. Schools and other PWCS affiliated websites may use formats, colors, and features selected by their Web Manager, but shall follow the applicable guidelines in this regulation as well as the style guidelines in the PWCS “Communication Guidelines.”

C. All schools will have a domain name consistent with the PWCS style guidelines for printed domain names. If the school has a unique domain name on an outside web server, it will also be given a “virtual domain name” in the PWCS style format. For example, www.battlefieldbobcats.org may also be accessible on the Internet and printed on official documents as Battlefieldhs.schools.pwcs.edu.

The Associate Superintendent for Communications and Technology (or designee) is responsible for monitoring and implementing this regulation.

The Associate Superintendent for Communications and Technology (or designee) is responsible for reviewing this policy in 2019.