

## **ORGANIZATION, PHILOSOPHY, AND GOALS**

### **Community Relations**

#### **Management of Fairfax County Public Schools' Internet Presence**

This regulation supersedes Regulation 1505.4.

#### **I. PURPOSE**

The Fairfax County Public Schools (FCPS) Internet site—[www.fcps.edu](http://www.fcps.edu) and [www.fcps.k12.va.us](http://www.fcps.k12.va.us)—is an important means of communicating with interested citizens, parents, and families planning to move to the area, potential employees, and the national and international education communities. The FCPS Internet site is a key means for individual schools to communicate with their parents and communities. It also offers Fairfax County citizens, businesses, and other interested individuals accurate and timely information about the school division. This regulation provides requirements and assigns responsibilities that are consistent with FCPS' education and communication objectives and security requirements for the management of FCPS' Internet presence.

#### **II. SCOPE**

##### **A. Applicability**

This regulation applies to all FCPS departments, offices, schools, and centers. It also applies to FCPS staff members when representing FCPS, regardless of the computer system used.

##### **B. Definitions**

**Curator** is a person assigned by a principal or program manager to maintain a set of school or department web pages on the FCPS web server regardless of the computer system used.

**Web site** is a collection of Internet pages that are interconnected by links.

**Home page** refers to the first page in any collection of web pages. It is usually named "index.htm."

**Systemwide information** includes any information (data, statistics, publications, etc.) that represents the entire school division to the general public.

**Browser** is software that is used to access files available over the Internet. The most commonly used browsers are Netscape and Internet Explorer.

**III. REQUIREMENTS**

- A. Web pages on FCPS web servers must have an informational purpose that is related to a Fairfax County Public Schools assignment, project, job, or function and must carry information that is appropriate for a worldwide audience.
- B. Web sites for FCPS schools, offices, centers, and departments must reside on servers located within the computer network supported by the Department of Information Technology (IT). All exceptions must be approved by the chief information officer, IT.
- C. Web sites for FCPS schools, offices, and departments must use domain names that are approved by IT. All exceptions must be approved by the chief information officer, IT.
- D. All systemwide information published on the Internet will be linked to the FCPS home page and other navigational web pages as deemed appropriate by the director, Office of Community Relations, or his or her designee.
- E. An employee or a student shall not establish a web server on any equipment within a school or office if that web server will be accessible beyond an office, classroom, or laboratory without prior approval of the director of IT operations. All exceptions must be approved by the chief information officer, IT.
- F. Copyrighted material shall not be placed on any part of a web page without full compliance with the terms of the copyright.
- G. Visitors cannot be required to provide user identification and passwords to access public information on the FCPS web site.
- H. Student home addresses, phone numbers, and/or e-mail addresses shall not be posted on any FCPS web page. Student names shall not be published if the students' parents have withheld consent.
- I. Pictures of students on web pages shall not be used if the students' parents have withheld consent by completing the applicable opt out of directory information form. If student pictures are used, only the student's first name may accompany the picture(s).
- J. Information may not be posted on the Internet if it violates the privacy of others, jeopardizes the health and safety of students, is obscene or libelous, causes disruption of school activities, plagiarizes the work of others, or is not approved by the principal or program manger.
- K. Content requirements for schools
  - 1. The home page for each school as well as all subsequent pages must contain the date the page was last updated. This convention must be followed on all web pages unless the content dictates an exception.

2. The home page for each school as well as all subsequent pages must include the name of the page curator and the curator's e-mail address with a "mail to" link. This convention must be followed on all web pages unless the content dictates an exception.
  3. The home page for each school must include a link to the FCPS home page ([www.fcps.edu](http://www.fcps.edu)), to the FCPS search site ([www.fcps.edu/search](http://www.fcps.edu/search)), and to the FCPS emergency announcements page ([www.fcps.edu/news/emerg.htm](http://www.fcps.edu/news/emerg.htm)). Subsequent pages should include a link to the school home page.
  4. School web sites must, at a minimum, provide the following information:
    - a. school name, address, and main phone number
    - b. the name of the principal and other key staff members along with phone numbers and e-mail addresses
    - c. photograph of the principal
    - d. bell schedule
    - e. school supply lists
    - f. link to FCPS lunch menus (<http://www.fcps.edu/parents/schlunch.htm>)
    - g. link to school year calendar (<http://www.fcps.edu/cal.htm>)
    - h. link to the school profile compiled and posted by the Department of Accountability
    - i. link to map showing the location of the school
    - j. link to FCPS Policies, Bylaws, and Regulations (<http://www.fcps.edu/Directives/>)
    - k. contact information for the principal and all administrative staff members who are in direct contact with the school community. Examples include: administrative assistant, assistant principal, director of student services, and guidance director. The contact information must include: first and last name, job title, e-mail address and link, telephone number (regular and TTY, if available), and school mailing address
- L. Content requirements for departments and offices
1. The home page for each FCPS department and office must have a white background. Subsequent pages must also have a white background unless the content dictates the need for an exception.
  2. The top of each FCPS department and office home page, as well as subsequent pages, must carry a graphic that is compatible with the FCPS home page graphics and indicates the department name or office name and/or

topic. These graphics are created by IT Communications Design and are provided for the curator's use.

3. The bottom of each department and office web page must contain the date the page was last updated and the name of the page curator with a link to his or her e-mail address.
  4. The bottom of each department and office home page must carry a link to the FCPS home page and/or the department or office home page and to the FCPS search site. This convention must be followed on all web pages unless the page content dictates the need for an exception.
  5. Each department must post contact information for key staff members. The contact information must include first and last name, job title, e-mail address and link, telephone number (regular and TTY, if available), and work location mailing address. Key staff members include the head of the department, the administrative assistant to the head of the department, and all staff in direct contact with the FCPS community. Examples include customer service analyst, community use coordinator, transportation coordinator, and client services managers.
- M. Links to external web sites (sites not on the FCPS server) from FCPS web pages must be limited to those that have an educational purpose and that meet the standards for instructional materials used by the school system. A school system web page may link to a commercial web site or a page that contains advertising only with the permission of the director, Office of Community Relations. The following disclaimer statement must appear on any web page that includes external links: "This web page contains links to one or more pages that are outside the FCPS network. FCPS does not control the content or relevancy of these pages."
- N. All FCPS web pages must be formatted to be accessed by a variety of users with differing technologies. At a minimum, web pages must be accessible with the browser standards outlined in the FCPS curator handbook: <http://fcpsnet.fcps.edu/ocr/curator/handbk.htm>
- O. Web pages must be designed to be compatible with all major browsers and should avoid the use of nonstandard tags.
- P. Individual e-mail addresses must be provided on web pages so that visitors can ask questions and get additional information. Generic e-mail addresses may be appropriate in some situations but must be approved by the director, Office of Community Relations, prior to being established. Examples of appropriate generic e-mail addresses include:

1. Schools and departments may establish generic e-mail accounts for clearly defined purposes so that printed and other informational materials do not need to be changed if there is a change in personnel. These addresses may also be used on web pages. Note: schools and departments may not use generic e-mail addresses on public and FCPSnet web pages in lieu of listing the curator with his or her e-mail address.
  2. All generic accounts for schools must follow this format: SchoolNameLevel@fcps.edu. For example, Happy Valley Elementary School would establish the generic address of HappyValleyES@fcps.edu.
  3. Generic e-mail accounts may be used for training room computers and for internal school computer lab accounts. These accounts may not be used on public or FCPSnet web pages and do not require approval from the director, Office of Community Relations.
  4. Use of e-mail addresses other than e-mail addresses provided and maintained by IT is prohibited.
- Q. The following disclaimer statement must appear on any web page that includes content provided by a parent-teacher organization, including PTAs, PTOs, and PTSAs: "This page reflects the views of the (name of school) PTA. Fairfax County Public Schools does not control or guarantee the accuracy, relevance, timeliness, or completeness of this information."
- R. Web pages on the public web site may not carry links to pages on the FCPS intranet, FCPSnet.

#### **IV. RESPONSIBILITIES**

- A. All users must act in accordance with the current version of Regulation 6410.
- B. The director, Office of Community Relations, is responsible for establishing the accuracy and appropriateness of the official FCPS information posted on the FCPS home page and for developing and maintaining the framework of the public interface of the FCPS web site. This includes the responsibility to approve all new files and folders to be added to the document root of the FCPS public web server (www.fcps.edu).
- C. The director, Office of Community Relations, is responsible for approving all generic (nonindividual) e-mail accounts except those to be used for training room computers and for internal school computer lab accounts.
- D. The chief information officer, Department of Information Technology (IT), shall provide and administer FCPS Internet services, Internet protocol (IP) addresses, and connectivity between the FCPS network infrastructure and the Internet service provider and shall manage the FCPS central web servers.
- E. The Department of Information Technology, Communications Design, is responsible for creating all web page graphics that are to be used systemwide and departmentwide.

- F. Principals and program managers are responsible for the accuracy and appropriateness of materials posted on school and department web pages and for ensuring that the material is consistent with the official information posted by the director, Office of Community Relations.
- G. Principals and program managers may serve as curators or designate staff members to serve in that role. The online curator designation form is found at: <http://fcpsnet.fcps.edu/ocr/curator/curatorapplication.htm>.
- H. Non-FCPS employees, including volunteers and students, may not serve as curators.
- I. Volunteers and students may help create and maintain web pages, but only the curator may upload or download files to the FCPS server.
- J. Curators are responsible for regularly updating the web pages for their schools, departments, or offices and for removing outdated information and files.
- K. Developers of web pages shall follow the guidelines for curators in the FCPS Curator Handbook to ensure consistency in appearance and tone and to promote the quality of the information. This handbook is available from the Office of Community Relations and online at <http://fcpsnet.fcps.edu/ocr/curator/handbk.htm>.
- L. Curators must check all links from their web pages to sites not on the FCPS server (external links) at least twice annually to ensure that the links are accurate and that the information presented has not changed and continues to conform to FCPS standards for instructional materials.

See also the current versions of: Policy 1503, Web Site Privacy  
Regulation 1506, Management of Fairfax County Public  
Schools' Intranet (FCPSnet) Presence  
Regulation 6410, Appropriate Use of Fairfax County Public  
Schools' Network and Internet Resources  
Regulation 7330, Security of Students and Others at School