



LOS ANGELES UNIFIED SCHOOL DISTRICT POLICY BULLETIN

TITLE: LAUSD Web site Development and Management Policy

NUMBER: BUL-2424

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Chief Information Officer

DATE: March 2, 2006

ROUTING

Local District
Superintendents
Local District
School Support
Directors
Administrators
Tech Coordinators
ITAFs

POLICY: The Los Angeles Unified School District (LAUSD) encourages the publishing of information on the Internet within the constraints of existing laws and District policy. Through this Internet medium, LAUSD provides the opportunity for schools, offices and organizations within the District to present information to the public and employees through the use of the District’s Internet web site – **LAUSD.net** (<http://www.lausd.net>) and within the District’s Employee Intranet – **Inside LAUSD** (http://notebook.lausd.net/portal/page?_pageid=33,120556&_dad=ptl&_schema=PTL_EP .)

LAUSD web sites fall into four categories:

- **Static District web (HTML) sites.** This is where the web page does not change or automatically update as data changes (School web sites and some offices hosted on the www.lausd.k12.ca.us server.)
- **Portal Driven Pages** (LAUSDnet main pages and Office pages) the web site automatically updates as data in a database behind it updates. When the database behind the page changes, the content on the page changes.
- **Inside LAUSD – Intranet pages.** These pages have security built in them. Only authorized people are allowed to see them. In the case of Inside LAUSD web pages only employees of the District have access to them through their login authorization.
- **Externally hosted sites for District schools/offices.** These sites are external to the LAUSD network and are on the greater Internet. Some schools/offices have paid external web developers to develop/host web sites for them.

Each site category varies in development and management responsibilities. Each site (office, school or organization with a web page) must assign a District Employee as Sitemaster. The Sitemaster is responsible for maintaining and, reviewing and page content.

- **Static District web (HTML) sites:** The LAUSDnet team creates the directories and gives login authorization to the school or office.
- **Portal Driven Pages:** The LAUSDnet team creates the framework pages. Designated employees post and maintain content on those pages.
- **Inside LAUSD:** The LAUSDnet team creates the framework pages. Designated employees post and maintain content in addition to the Sitemaster.
- **Externally hosted sites with third party vendors:** Development must be done within the constraints of the contracted service with the understanding that all



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content is controlled by the designated District employee Sitemaster and must be compliant with District web policy.

All web sites representing the Los Angeles Unified School District's Schools and Offices in **any** of the above mentioned configurations are considered official publications of the Los Angeles Unified School District and as such are subject to all District regulations and guidelines.

Regulations and Guidelines Checklist:

1. All District web publications must comply with all policies and regulations of the District, state, federal and international laws concerning copyright, intellectual property, security and privacy standards, the acceptable use policy and the use of computers. (See District Bulletins: BUL 999 - Acceptable Use Policy (AUP) for District Computer Systems, BUL 1077 – Information Protection Policy, BUL 1553 – Security Standard for Network System Housing, and Reference Guide 1551- Security Standards for Network Systems Housing Confidential Information.)
2. All District Web Publications must identify affiliation with the Los Angeles Unified School District.
3. School or office information or events intended for public access may be posted on LAUSDnet. Announcements or events that are for employees only should be posted on Inside LAUSD.
4. Each school, office or organization publishing on LAUSDnet or Inside LAUSD must designate a District employee (whose employment status is fulltime) as the "Sitemaster" – who is accountable for the web site as the publisher and overseer. "Contributors" for Inside LAUSD must be fulltime District employees.
5. Document or page content on school web sites ultimately is the responsibility of the principal or designated office/organization head. Schools, offices and organizations may secure the use and support of an advisory committee.
6. The owner or their designee, of the site, must review content on a regular basis for accuracy and compliance to District policies.
7. Content must adhere to high standards for both community and education. Spelling, grammar, and information must be accurately presented. All content must be appropriate, decent, in good taste, and not intended to harass or demean individuals and/or groups.
8. The District Seal must be used on all homepages in the appropriate color palette as stated in the LAUSDnet Design Standards.
(<http://www.lausd.k12.ca.us/lausd/lausdnet/design/>)
9. A page (either the homepage or contact page) must contain a readily apparent e-mail contact, complete mailing address, telephone and fax numbers as well as the Principal's, or Office head's name. A link to the LAUSD homepage (www.lausd.net) must be included on school, office or organizational pages. Photo/Information Releases must be signed by parents or guardians or, in the case of 18 year olds or emancipated minors, by themselves, to post images, or personal information, such as names of students on the web site or any time any person,



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vendor or entity wishes to photograph students, whether or not those photographs will ultimately reside on a web site. A copy of the Photo Consent form can be located at: <http://www.lausd.k12.ca.us/lausd/lausdnet/lausdnet.html> . Employee names may be posted when referenced in an official position such as the Superintendents, Principals etc. on appropriately related web site for publicity regarding official District business or District Board activities and reports. Consent is still required for students under 18. The Publicity Consent Form can be located at (<http://www.lausd.k12.ca.us/lausd/lausdnet/lausdnet.html>). No personal identifiable information of students or employees, including but not limited to home address, telephone numbers, health status, Social Security numbers or other personal data may be posted on a web site.

10. All web publications will include an e-mail address and other contact information of the person maintaining the page or posting the information.
11. LAUSDnet and Inside LAUSD will comply with the LAUSDnet Design Standards.
12. Commercial use is prohibited (advertisements, business logos, ad banners, etc.) A listing of school partners may use the partner's business logo. However there can be no links associated with the use of the logo. If the use of the logo requires a link, to the business site, the logo may not be used.)
13. Announcements of fund raising may be placed on District school site web pages only when they meet the requirements of the BUL 1633 on Policies Governing Fund-Raising Activities for Parent Groups, and Publications 465 and 464 regarding Student Body Funds for secondary schools and elementary schools, respectively. Only school fund raising announcements may be posted and must relate to an approved fund raising organization as defined by District Policy. Requests for donations placed on web sites should first be coordinated with the Partnership/Adopt-A-School Office, (213) 241-6989, which may be able to assist schools with resources and policy planning.
14. LAUSDnet/Inside LAUSD web pages and content are the property of the Los Angeles Unified School District.
15. The District reserves the right to block or remove inappropriate sites that do not comply with the above policy, or are not in compliance with Federal or State law, including the Children's Internet Protection Act.

PROCEDURES: Schools and Offices may request information by e-mailing webmaster@lausd.net.

Publishers on the District's Internet- LAUSDnet and Intranet- Inside LAUSD must adhere to the Acceptable Use Policy (BUL-999) and this policy.

ATTACHMENT A: Web site Publication Authorization

ATTACHMENT B: LAUSDnet/Inside LAUSD Publication Procedures.

ATTACHMENT C: Glossary

ASSISTANCE: For further information, please call the ITD Customer Support Services Center (Helpdesk) at (323) 224-2277.



Los Angeles Unified School District

Web site Publication Authorization

ATTACHMENT A



The goal of every web site is the effective communication of a message. The Los Angeles Unified School District (LAUSD) encourages the publishing of information on the World Wide Web within the constraints of existing laws and policy. Through this web medium, LAUSD provides opportunity for schools, offices and organizations within the District to present information to the public and employees through the use of the Internet - LAUSDnet and within the District's Intranet - Inside LAUSD. While LAUSD encourages the appropriate freedom of expression, it is also necessary to maintain a consistent, cohesive institutional presence.

The District's Web site Publication Policy (WPP) is to prevent unauthorized publication and other unlawful activities online, prevent unauthorized disclosure of or access to sensitive information, and to comply with the Children's Internet Protection Act ("CIPA.") As used in this policy, "Sitemaster" or "Contributor" includes anyone authorized to publish on the District's web site and Intranet, on equipment provided by the District (the "network.") **Only identified District employees are authorized to publish on the District's web site and Intranet.**

The District reserves the right to monitor all webpages and information posted on LAUSDnet and Inside LAUSD and to access, review, copy, and store or delete any announcements, postings or files and disclose them to others as it deems necessary.

The development of webpages is subject to applicable LAUSD policies such as those pertaining to copyright, "fair use", and intellectual property rights; Federal Education Rights, and Privacy Act; Federal Computer Abuse Amendment Act; Federal Electronic Communications Privacy Act; Children's Internet Protection Act (CIPA), Health Information Portability and Accountability Act (HIPAA) Children's Online Protection Act (COPA); California State Education Code; Americans with Disabilities Act (ADA); and other state and federal laws.

Failure to adhere to these and the policies explained herein may ultimately lead to the revocation of the privilege to publish to the site.

Acceptable Uses of the LAUSD Internet Web site: LAUSDnet or the Intranet: Inside LAUSD

Pages representing schools, offices or District organizations for the purpose of this policy will be designated as "Official District Pages" and must comply with the standards set forth by the LAUSDnet Design Standards.

- LAUSDnet and Inside LAUSD are considered official publications of the Los Angeles Unified School District and a public information source. As with all printed publications, only approved District information will be published.
- School, office information or events intended for public access may be posted on the web site. Announcements or events that are for employees only should be posted on Inside LAUSD.
- Each school, office or organization publishing on LAUSDnet or Inside LAUSD must designate a full time District employee as the "Sitemaster" - publisher and overseer for the web site. "Contributors" for Inside LAUSD must also be fulltime District employees.
- At school sites, the principal is ultimately responsible for content published. In office and organization sites, it is the head of the office or organization that is ultimately responsible for the content of their organizations web pages. Schools, offices and organizations may secure the use and support of an advisory committee.
- Content must be reviewed on a regular basis by the owner of the site for accuracy and compliance to this policy.
- Content must adhere to high community and educational standards. Spelling, grammar, and information must be accurately presented.
- LAUSD will observe the same copyright and registered trademark laws for its webpages that it does for printed materials.
- The District Seal must be used on all homepages in the appropriate color palette as shown in the LAUSDnet Design Standards.
- Homepages must contain a readily apparent e-mail contact, complete mailing address, phone and fax numbers as well as the Principal's, or Office head's name. A link to the LAUSD homepage (www.lausd.net) must be included on school, office or organization pages published on the District's domain.

Unacceptable Uses of the LAUSD Internet Web site: LAUSDnet or the Internet: Inside LAUSD:



Los Angeles Unified School District

Web site Publication Authorization



- **Posting personal information or photographs of students, or employees on LAUSDnet without expressed written permission. (See Attachment B – Web site Publication Procedure for authorization documents)**
- **Violating any state or federal law or municipal ordinance, such as: posting links to pornography of any kind, obscene depictions, harmful materials, materials that encourage others to violate the law, confidential information or copyrighted materials may be accessed illegally;**
- **Selling or purchasing illegal items or substances;**
- **Obtaining and/or using anonymous web posting sites for the purpose of posting non-approved content.**
- **Causing harm to others or damage to their property, such as:**
 1. Using profane, abusive, or impolite language; threatening, harassing, or making damaging or false statements about others or accessing, transmitting, or downloading offensive, harassing, or disparaging materials;
 2. Damaging computer equipment, files, data or the network in any way, including intentionally accessing, transmitting or downloading computer viruses or other harmful files or programs, or disrupting any computer system performance;
 3. Using any District computer to pursue “hacking,” internal or external to the District, or attempting to access information protected by privacy laws; or
 4. Transmitting or downloading large files, including music and movie files that do not comply with copyright laws.
- **Engaging in uses that jeopardize access or lead to unauthorized access into others’ accounts or other computer networks, such as:**
 1. Using another’s account password(s) or identifier(s) to access directories other than the assigned directory files;
 2. Interfering with other users' ability to access their account(s) or directory files; or
 3. Disclosing anyone’s password to others or allowing them to use another’s account(s) or directory files.
- **Using the District’s web site for Commercial purposes:**
 1. Using LAUSDnet/Inside LAUSD for personal financial gain;
 2. Using LAUSDnet/Inside LAUSD for personal advertising, promotion, fundraising, or financial gain; or
 3. Conducting for-profit business activities and/or engaging in non-government related fundraising or public relations activities such as solicitation for religious purposes, lobbying for personal political purposes.

Penalties for Improper Use

The use of a District account for the purpose of publishing is a privilege, not a right, and misuse will result in the restriction or cancellation of the account.

I have been identified as the Sitemaster/Contributor for purposes of publishing on LAUSDnet/Inside LAUSD.

I have read, understand, and agree to abide by the provisions of the Web Publication Policy of the Los Angeles Unified School District.

Date: _____ Location: _____
Employee Name: _____ Employee Signature: _____

Please return this form to the school or office where it will be kept on file. It is required for all employees who will be publishing on LAUSDnet and/or Inside LAUSD



Los Angeles Unified School District

LAUSDnet/Inside LAUSD Publication Procedures

ATTACHMENT B



LAUSDnet is the official web site of the Los Angeles Unified School District. Pages posted there represent the schools, offices, official documents and policies of the District. Information must be current and web sites maintained.

Requesting School Web site:

- Principal e-mails the LAUSDnet Webmaster (webmaster@lausd.net) to request an application for space on the WWW LAUSD web server.
- Request must generate from an accepted LAUSD issued e-mail (lausd.net or lausd.k12.ca.us).
- Sitemaster for school must be a fulltime District employee of the school requesting the web site.
- Application must include two (2) active LAUSD e-mail accounts. (One must be the Principal's e-mail).
- Application must be signed by both the Principal and the designated Sitemaster for the school's web site. It is then faxed or mailed to the LAUSDnet District office.

Processing Application Request:

- Application is reviewed to assure that e-mail addresses are LAUSD accounts and employment checks are done.
- Application is processed. Account/Directory created on www.lausd.k12.ca.us and e-mail alias is created.
- Response is mailed to Principal and Sitemaster.

Requesting District Office or Program Web Space:

- LAUSD Offices and Local Districts may use the District's portal. All new offices requesting space must use the District's portal technology. Using the portal and its databases allows for the posting and maintenance of current information stored in a centralized database.
- Offices requesting space for portal webpages contact a member of the LAUSDnet Management Team by e-mailing webmaster@lausd.net
- Request is sent to the LAUSDnet Management Team for the scheduling of a meeting with the requesting office.
- Face-to-face meeting establishes client needs and requirements. "Content Teams" are established by the client. This team will provide content to the Client Project Lead.
- Basic wire frames (See diagram in Attachment C Glossary) are built and sent to client for approval. All wire frame diagrams must include the District's top navigation bar and footer. This is a standard on ALL LAUSD portal pages. These bars include the District logo and basic navigation points for LAUSDnet and Inside LAUSD. (Internet and Intranet navigation requirements)
- Client may request specific navigation points on the left and center sections. Navigation must include: Site Home, Documents or Publications and Contact Information.
- Contact information must be clearly posted and include: name, address, phone and fax numbers as well as an e-mail address where inquiries may be directed for further information.
- It is understood that the web is a living document. The LAUSDnet management team maintains control over all items posted on the site as a whole and as such, reserves editorial privilege over all subdirectories maintained on LAUSDnet. Notification of owners of subdirectories will be attempted prior to invoking editorial privilege by LAUSDnet. However, requirements of the District as a whole dictate that this notification may or may not occur prior to access.
- Body section may include: Announcements, FAQs, Calendars, Key Dates, html portlets or other content areas.
- Wire frames will be developed for each of the pages used in the site.
- Color and type font are established by the LAUSDnet Design Standards document. Changing color schemes is not negotiable in as the LAUSDnet Design Standards establish a consistent look and feel for the entire Los Angeles Unified School District's Web site (LAUSDnet and Inside LAUSD.)



Los Angeles Unified School District

LAUSDnet/Inside LAUSD Publication Procedures

ATTACHMENT B



- Unit logos will be incorporated upon request of the client on the pages between the left navigation bars and the required contact information. This logo may be linked but only to the homepage of the office that is the owner of the logo.
- Development of site framework begins by LAUSDnet portal team once the signed documents are received.

Client Responsibilities on Office Portal Pages :

- The posting of client information is the responsibility of the requesting office.
- The site administrator (principal/director) /Sitemaster will be trained by the ITD training department in the process of posting information to the portal.
- Questions regarding the site maintenance may be directed to the LAUSDnet Webmaster.
- “Abandoned” web pages may be deleted at the discretion of the District.

Sitemaster Responsibilities:

- The Sitemaster must be a full time employee of the District employed at the school or office requesting the space.
- The local Sitemaster must check the web site daily for the accuracy of the data presented on the site.
- The Sitemaster and site administrator (principal/director) are responsible for the pages presented. The AUP (BUL-999) requires that the Principal or Director submit to ITD annually that they have checked their web content and have collected signed AUP agreements from all employees and students. In the case of portal driven pages, the Sitemaster must notify the Webmaster of LAUSDnet when changes to the database must be made to present accurate information to the public and employees. In the case of static pages, it is the Sitemaster’s responsibility to make the changes on the page to present accurate information to the public and employees.
- The Sitemaster must secure photo and information release forms from all employees and students whose names, photographs or other personal information appears on any LAUSDnet page. Employees at a management level do not have an expectation of privacy when it comes to the posting of their names and work locations. They include, but are not limited to: Principals, Directors, Coordinators, other Administrators, Sitemasters and the District Webmaster.

Design Framework:

- Pages representing schools, offices or District organizations for the purpose of this policy will be designated as “Official District Pages” and must comply with the standards set forth by LAUSDnet Design Standards.
- The appropriate District logo must be used on all homepages in the appropriate color palette as shown in the LAUSDnet Design Standards.
- All Web sites at the District are bound by the LAUSDnet Design Standards.
- LAUSD will observe the same copyright rules for its Webpages that it does for printed materials.
- Page content must not violate applicable laws or constitute any copyright nor registered Trademark infringements.
- Sitemasters using copyrighted or trademarks must have expressed written permission for the person or organization owning the trademarks. (For questions about copyright or trademark check with the General Counsel’s Office.) When photographs are used, permission must be obtained from the photographer or owner as well as of all persons represented in the image. These written releases must be on file at location generating the web information. Photographs taken by District photographers on District assignment are the property of the District.
- Information on each page must be accurate, current, and must conform to all design standards. Each unit designing and presenting pages must assign a Sitemaster to update pages as required.
- The content on pages must not be offensive and must adhere to high community and educational standards.



Los Angeles Unified School District

LAUSDnet/Inside LAUSD Publication Procedures

ATTACHMENT B

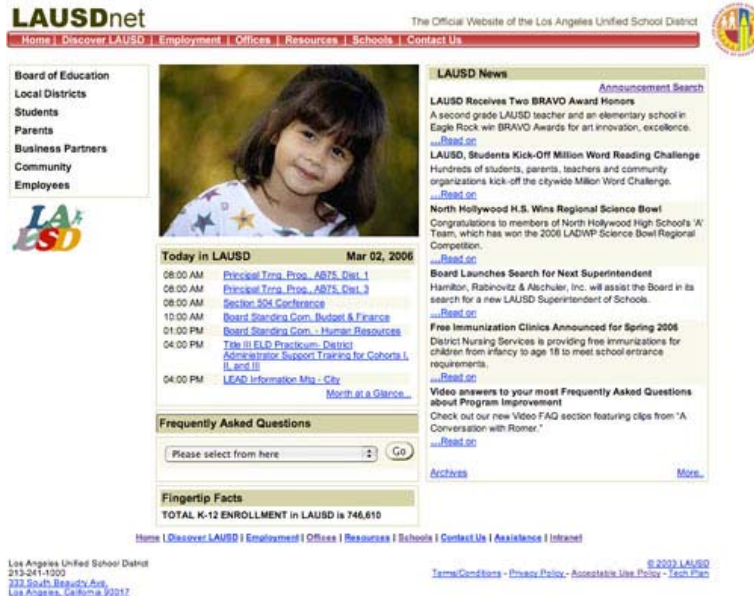


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- Information Technology Division is responsible for the architecture of the overall LAUSD web site. The District reserves the right to monitor and review and edit if necessary, all official pages for Schools, Offices and District organizations.
 - All official pages must include a link to the LAUSDnet homepage (<http://www.lausd.net>) as well as the official District Logo or Seal.
 - Homepages must contain readily apparent e-mail contact address and link to the appropriate address for the office or school responsible for the web information provided.
 - LAUSDnet is considered an official publication of the Los Angeles Unified School District as well as a public information source. Only approved District information will be published on the web site.
 - Abandoned web pages and pages not compliant with this policy may be deleted at the discretion of the District.



LAUSDnet and INSIDE LAUSD Glossary of Common Terms

Digital Mock-Up: A graphic presentation of what the page will look like upon completion.



Digital Mock-up Example

E-mail: Short for Electronic Mail. It involves the transmission of messages across a communications network.

FAQs: Frequently Asked Questions

Homepage: The first page of any web site. The homepage of LAUSDnet is <http://www.lausd.net>. The homepage of an office or school will be the first page of their web site providing basic information and links to the pages associated below the homepage.

Internet: A massive network of networks, a networking infrastructure. It connects millions of computers together globally, forming a network in which any computer can communicate with any other computer as long as they are both connected to the Internet

Intranet: A network that belongs to an organization accessible to members, employees or others with authorization.

Item Level Security – The ability to grant access to various content to identified users and groups.



Los Angeles Unified School District

LAUSDnet/Inside LAUSD Glossary



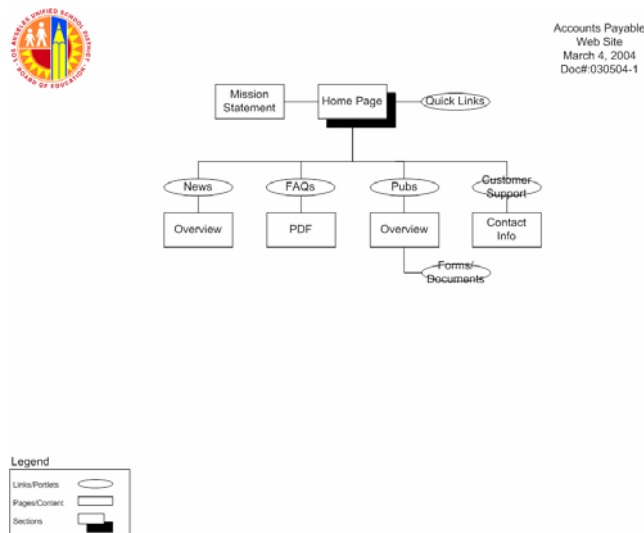
LAUSDnet: The official web site of the Los Angeles Unified School District – representing Schools, Offices and Programs of the District.

Inside LAUSD: The District’s employee Intranet site.

Portal: Web site or service that offers a broad array of interactive resources and services.

Site Administrator: The director or principal of the office or school requesting web space on LAUSDnet.

Site Flow Chart: Graphic plan to show the relationship of supporting pages. The LAUSDnet Web Architect may develop site flow charts (Figure 2) based on the complexity of the site.



Site Flow Chart Example

Sitemaster: An individual who manages the web site for a school or office.

Source Code: Program instructions in their original form. Source code is the only format that is readable by humans.

Static Web site: a site that can only supply information that is programmed into its source code. The information will not change unless the source code is changed.

www or Web: A method of accessing and sharing information on the Internet. Web documents can contain graphics, text, sounds and video.

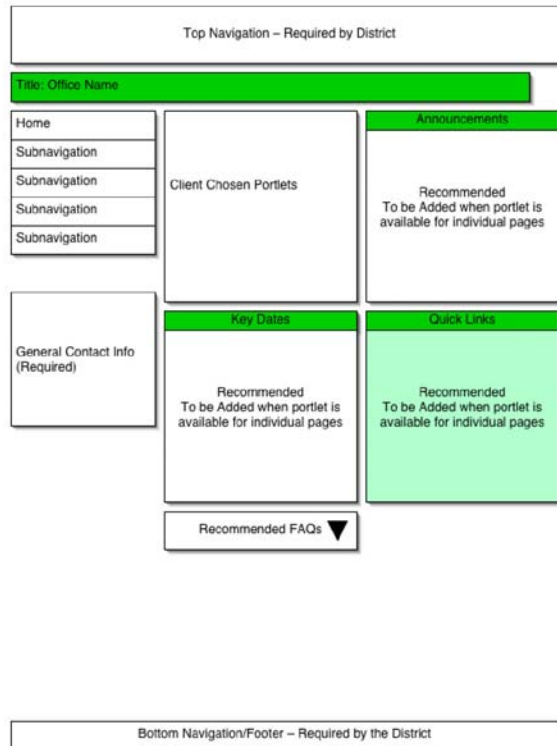


Web Services: A way to describe the standardized integration of web-based applications over an Internet backbone.

Webmaster: The individual who manages the overall web site – (LAUSDnet and INSIDE LAUSD has one webmaster and many sitemasters.)

Web site – A series of one or more web pages that can be viewed by a user on a computer over the World Wide Web or WAN.

Wire-frame: Simple graphic design to illustrate the relative position of components to be placed on a page.



Wire-frame Example