

ABINGTON SCHOOL DISTRICT
ABINGTON, PENNSYLVANIA

SUPERINTENDENT'S
ADMINISTRATIVE PROCEDURE

REGARDING: **Web Content, Hosting
and Maintenance**

Section: **Technology**

Effective Date: June 13, 2017

Reissued: 10/16/19, 8/28/20,
9/9/21, 1/23/24,
8/16/24

See Also: Related Board Policy; Board
Policy and SAP Re: Staff Use of
District Network and
Telecommunications
Resources/Devices; Board Policy
and SAP Re: Website Linkage

The District website provides information to the public about school curriculum, instruction, school-authorized activities, and other general information relating to the District's schools and mission.

The District uses a website hosting platform that provides shared authoring responsibilities. Account permission to update District webpages, other than standard teacher webpages, requires approval from the building principal or Director of Information Technology or Superintendent's designee.

This Superintendent's Administrative Procedure also identifies the expectations for compliance as defined by the Web Content Accessibility Guidelines (WCAG) Version, 2.1, Level AA, which is part of the Americans with Disability Act (ADA).

Creators of webpages need to familiarize themselves with, and adhere to, the following procedures and responsibilities. Failure to do so may result in the loss of authoring privileges or other more stringent disciplinary measures.

Content Standards

Subject Matter

All subject matter on webpages should relate to the District's curriculum, instruction, programs, school-authorized activities or general administrative information about the District. Home pages for, or links to, other individuals or organizations not directly affiliated with the District are only permitted in accordance with the Board Policy and Superintendent's Administrative Procedure titled "Website Linkage." Staff or student work may be published only as it relates to a class project, course, or other school-related activity.

Teacher webpages will include the teacher's name, grade, email address, and phone number. Staff members may also choose to post classroom information on teacher webpages.

Quality

Documents may not contain objectionable material or link directly to objectionable material. Objectionable material is defined as material that does not meet the standards for instructional resources specified in Board Policies and/or administrative procedures. Regarding questions of quality or propriety of webpage material, appearance, or content, the judgment of the Director of Information Technology or Superintendent's designee shall prevail.

Ownership and Retention

The District reserves the right to delete any files that exist on the server at any time without notice.

Technical Standards

Web Content Accessibility Guidelines (WCAG), Version 2, Level AA

On April 24, 2024, the federal government published the Department of Justice's final rule updating the regulations for Title II of the Americans with Disability Act (ADA). These new guidelines are known as the Web Content Accessibility Guidelines (WCAG) 2.1, Level AA. This rule sets standards for state and local government entities to follow on websites or other online platforms used by the government entities, including school districts. Please refer to the federal government's website that defines the law and provides specific items to be included.

<https://www.w3.org/WAI/standards-guidelines/wcag/>

The District and all online and mobile items generated by the staff of the District must comply with these regulations that enhance navigation, input modalities, predictable, and input assistance. As a result, the District will ensure that all contracted, purchased or utilized online services also comply with these ADA requirements. All staff when creating online content will ensure meeting all ADA compliance requirements.

Consistency

The District's website hosting platform includes a framework that provides consistent elements on all District webpages.

- Any graphics, sounds, or video used on webpages must conform to the format currently used or approved by the District and adhere to copyright regulations.
- A staff member who creates a web page shall edit and test the page(s) for accuracy of links, and check for conformance with standards outlined in this Superintendent's Administrative Procedure prior to posting it on the District website.
- Final decisions regarding access to active webpages for editing, content, or organization shall rest with the Director of Information Technology or Superintendent's designee.

Student Safeguards

- Principals and administrators must obtain written parent/guardian permission or determine if the parent/guardian has opted out from disclosing information prior to posting any student work, student photographs or student first and last names on webpages. Where a parent/guardian has not provided such permission or declined such permission, written parent/guardian permission for a specific purpose may be requested and must be obtained for the specific purpose contemplated.
- Documents may not include a student's name, e-mail address, phone number, mailing address, names of other family members, or names of friends.
- Webpage documents may not include any information which indicates the physical location of a student at a given time, other than attendance at a particular school, or participation in school activities.
- Events such as awards assemblies, plays, concerts, athletic contests or similar events which have newsworthy aspects and/or are open to the public are not intended to be part of this Superintendent's Administrative Procedure. These public events may be subject to media coverage outside of the control of the District, including publication on the media outlet's website or social networking sites.
- Material on an individual professional employee's school webpages may not actively solicit votes for a candidate for public office or political party. Such webpages do not in any way represent the views of individual schools or the Abington School District, nor are they endorsed or sanctioned by the individual schools or the District. Concern about the content of any page(s) created by students or staff should be directed to the immediate supervisor or Director of Information Technology.

District Policies

All documents on the District website must conform to Board Policies and Superintendent's Administrative Procedures, as well as established school guidelines. Copies of Board Policies and Superintendent's Administrative Procedures are available on the District website. Persons developing or maintaining web documents are responsible for complying with these and other policies and procedures.

Given the rapid change/advancement in technology, the standards outlined in this Superintendent's Administrative Procedure are subject to change at any time. Such changes will be made by the Director of Information Technology or Superintendent's designee, and shall be instituted immediately, unless specific provision is made to the contrary in the revised Superintendent's Administrative Procedure.