Lambton Kent
District School Board

ADMINISTRATIVE PROCEDURES

SUBJECT: Board and School Websites and Mobile Applications

Applicability

These procedures apply to the Lambton Kent District School Board website, Board Department websites, school websites and any mobile device application produced by, or on behalf of, the Board or any school.

Introduction

The Lambton Kent District School Board's (LKDSB) website is an important communications tool for engaging with students, staff, parents/guardians and the community, as well as providing important and relevant information about the LKDSB.

The Lambton Kent District School Board respects the privacy of its web users and treats the information provided to the Board for specific business or education purposes in a confidential matter. The Board is committed to maintaining the accuracy, confidentiality, and security of any personal information that is under its control.

Production and Maintenance of Board, Staff Intranet and School Websites

1. The LKDSB shall produce and maintain a website that is responsive to the needs of the LKDSB and school communities, and the information on the website shall be kept up to date.

2. The LKDSB will develop templates and guidelines for the LKDSB and school website designs, which incorporate visual identity and branding guidelines, as well as legislative requirements (such as Accessibility for Ontarians with Disabilities Act - AODA).

3. The LKDSB shall produce and maintain a LKDSB Staff Intranet or similar web application to be used by internal departments to communicate and share information related to individual departments (e.g. Director's Office; Human Resources; Information Technology; Elementary/Secondary Program Departments etc.).

4. Each school shall maintain a school website and the information on the website shall be kept up to date. Schools may enhance their web navigation to provide specific school information and assist with student, parent, and community engagement.

Responsibilities

5. The Director of Education is responsible for the Board's website.
    - Authority for day-to-day management of the home page and general areas of the Board website is delegated to the Public Relations Officer or designate.
    - The Director or designate will design and approve website templates to be used by all Board Departments and Schools.
    - The Director or designate will ensure all Board and school websites are compliant with the LKDSB website templates.
    - Authority for specific areas of the Board website (e.g. Program Department) is delegated to the relevant Superintendent, who may, in turn, designate a point of contact for that area.
    - The Director's Office will provide staff training for updating and maintaining the Board and school websites and Staff Intranet.

6. Changes or additions to the Board website template are to be submitted to the Public Relations Officer for approval.

7. The Principal is responsible for the school's website.
    - The Principal may also nominate a member of staff to update and maintain the school website content.
    - The Principal shall determine appropriate local processes for content review and authorization for updates to the school website.
    - Requests to make changes/updates to the school website template should be submitted to the Director's Office for consideration.

8. The development of all mobile applications (such as applications available on iTunes, Google, or Blackberry Application stores) must be reviewed by the Principal, the Public Relations Officer, and the IT Department prior to publication.

9. Any mobile application created for the Board or schools must be reviewed and approved by Senior Administration.

10. The IT Department will provide hosting infrastructure for both Board and school websites.

11. The IT Department will provide access to the web servers for school webmasters and guidance and advice on technologies.

12. The Director's Office will provide advice and support on web design, web standards and web accessibility.

Website Hosting

13. All websites, including sub-pages (e.g. links to individual teacher pages), must be hosted on Board servers.

14. Websites or individual pages must not be hosted on third party or cloud-based services (such examples include Google docs, third party internet service providers, third party wordpress hosts, Google sites, etc.) unless approved by Senior Administration. Consideration must be given to website management and procedures for website maintenance and support in the event of staffing changes.

Guidelines for Developing School Websites, Mobile-Optimized/Responsive Websites

15.   The content of the school website and associated links must be consistent with the LKDSB Vision, Mission, and Strategic Priorities.

16.   Websites must not contain any commercial or promotional advertising.

17.   Websites may contain acknowledgements of school partnerships or sponsorships, but such acknowledgement must first be approved by the Public Relations Officer.

18.   School websites must contain a link back to the LKDSB website, per the approved school website template.

19.   Website content shall not be written to enable direct contact with any student. All contact information shall be directed to a staff member via staff (LKDSB) e-mail address.

20.   Proper written consent, as outlined in the *Protection of Students' Personal Information Administrative Procedure*, is required prior to posting the following types of personal information:
      o   Photographs of students or staff (individual and/or group, with or without a name)
      o   Students' work (e.g. essays, projects, etc.)
      o   Names of students participating in extracurricular activities and student council
      o   Names of student award-winners/prize/scholarship winners
      o   School yearbooks (names and photographs)
      o   Newsletters

21.   Filenames for pages and images must not include student names, nor include any inappropriate wording or language.

22.   First names may be used for work samples.

23.   Board and school website infrastructure must not be used to host personal webpages of any staff member or student.

24.   Board and school web pages must not include any links to personal webpages, nor contain personal contact information of staff members or students.

25.   Board and school websites must not use copyrighted materials without permission.

26.   Board and school websites must not display commercially or contractually confidential material such as software license information.

27.   The school website must clearly identify the Principal on the home page and provide the Principal's e-mail address as well as basic school contact information such as:
      a.   Full postal address
      b.   Telephone number
      c.   Fax number

28.   All pages on all websites must be reviewed at least every 6 months.
      a.   Out of date pages must be updated or disabled.
      b.   More frequent reviews of all pages by the Principal (monthly) are highly recommended.

29. The Board's privacy policy and regulations apply to all Board and School websites.

References: Communications and Use of Social Media Regulation and Administrative Procedure
                     Protection of Student Personal Information (Including Imaging and Audio Recording)
                     Administrative Procedure
                     Responsible Use of Technology Policy and Administrative Procedure
                     Use of the Lambton Kent District School Board Logo Policy, Regulation, Administrative Procedure
                     LKDSB Communications Website (See Web Accessibility and Web Design)

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