

Cambridge Public Schools Teacher Website Guidelines

PURPOSE

Teachers of Cambridge Public School District are invited to create web sites to publish on the Internet. These web sites must reflect the professional image of Cambridge Public School District, its employees, and students. The purposes of these web sites are to:

Educate: Content provided in the web site should be usable by students, teachers, and parents to support the curriculum. It will introduce visitors to your class and programs.

Inform: Content may inform the community about the school, teachers, students, or departments, including information about curriculum, events, class projects, student activities, and departmental policies. The site will link to valuable academic resources.

Communicate: Content may provide an avenue to communicate and share successes with the community.

This document outlines the roles and responsibilities for publishing web content within the Cambridge Public Schools. All district employees are expected to read and follow the guidelines stated within this policy. All content published on our websites will observe all federal, state, and copyright laws and regulations and remain the property of the Cambridge Public Schools.

TOOLS AND APPROPRIATE USE

The district has invested in the following tool for managing and publishing web content. All school district employees must use this tool in the manner described below when representing the Cambridge Public Schools so the public experiences a consistent experience when visiting our websites.

Google Sites

Used for individual teacher web pages. Individual teachers manage content so accounts and data are removed / or re-assigned as individuals leave the district or school.

RESPONSIBILITIES AND OWNERSHIP OF DATA

Teachers who create a teacher's website are responsible for meeting the guidelines in this document. These guidelines cover management of content and technical standards of teacher web pages. Teachers must ensure that all links are functional, up-to-date, and

linked correctly to their school/site pages. Individual teachers are responsible for maintaining content for each of their classes. Teachers should never share their username and password with students or parents.

EXPECTED CONTENT

In our continued efforts to be environmentally friendly and reduce costs of paper, photocopying, and postage we strive to distribute as much of our content to students, parents, and members of the public in electronic form. Below are some specific examples of content:

What could a class website include?

Contact information

- School information
- Staff email address
- Phone numbers
- Contact preference and hours
- How to set up a parent conference
- Dates & times of availability

Classroom information

- Syllabus
- Schedules
- Calendars
- Academic expectations
- Conduct code
- Class assignments
- Homework Assignments
- Project/Activity Guides
- Attachments (Handouts)
- Grading policy
- Archive of documents, files, etc.

News and events

- Upcoming events
- Newsletters
- Parent notification and forms

Links

- Online resources for students
- Resources for parents
- Activities for students
- Lesson ideas for other teachers
- Academic resources
- Online grade book
- Your school website
- District website

Student work

- Student projects
- Photographs of projects
- Student art work
- Digital media
- Links to Assessment sites

FREQUENCY OF UPDATING

In all cases content must be published in a time frame that is relevant and timely. People only come to a website whose content is fresh and up to date. All district employees are expected to keep this in mind and plan adequate time to do so. Remember to remove expired date-related items and to always test pages thoroughly.

BEST PRACTICES

The school district uses a series of predefined templates to achieve a consistent look and feel and not infringe on anyone's right of privacy. This allows teachers to focus more on the content and less on presentation. Below are guidelines to follow when publishing content:

Publishing of Personal Information

- Personal information about students or staff may not be published without a signed media release form.
- Any photograph of an identifiable person must have the written consent before it is published.
- Classroom teachers are responsible for gathering student consent forms.
- Individual students may not have personal pages on school websites.

Grammar/Spelling/Formatting of Content

- Posting of messages and "News" on teacher pages should be brief. Use links to sub-pages if content is lengthy.
- All pages should be grammatically correct and all words spelled correctly.
- Do not use "Under Construction" words or graphics.
- Do not assume that the reader knows acronyms.
- Do not underline words on the pages. To the web user, underlined words look like hyperlinks and are confusing.

Linking to other sites

- All pages and links, including non-CPS links, shall be curriculum related, instructional or school-oriented, and appropriate to educational purposes.
- No links to student or staff social networking/ personal web sites outside of CPS servers are allowed on a school's web site.
- Websites cannot be used for commercial purposes.
- Links to external websites should open in a new window.

Posting of Files: Documents, Video, Audio, and Photos

- Best to post optimized PDF versions of files rather than MS Word documents, which are not as easy to modify.
- Be aware of the size of files you are posting. Multi-media files are often large and consume more disk space.
- Use all lower-case letters for names of documents and graphics.
- Do not use any spaces or other symbols in naming HTML documents, files, or graphics.

- Pictures need to be in GIF or JPEG format. Use GIF format for drawings and line art. Use JPEG format for photographic color images.
- Make sure that all graphics are meaningful and relevant to the content on the web site.

TECHNICAL GUIDELINES

In the interest of maintaining a consistent identity, professional appearance, and ease of use and maintenance, technical standards are established for all CPS teacher web pages.

Using Google Sites, templates have been created based on school and grade range. This ensures a consistent design style and organization across pages. Please see Google Sites Initial Setup Instructions Handout for more information.

WEB SITE SUPERVISION

Principals are responsible for their teacher web sites. Due to the dynamic nature of the web, it is not feasible for Principals to pre-approve every alteration or addition to teacher web sites. The teacher should make content decisions. However, the Principal should make it a common practice to browse all pages in the site routinely. It is the responsibility of the Principal to ensure the web sites follow all policies and procedures of the Cambridge Public School District and that the teacher web pages are complete, current in content, and fully functional.

The District reserves the right to remove any web pages deemed inappropriate or contrary to District policies. If author contact information is current, the author will be contacted and informed that the web page has been removed.

TEMPLATE AND SITE NAMING

STEP 1: Select a Template

- Click on **Sites** from the main navigation bar
- Click on **Create** button
- Under **Select a Template to Use**, click on **Browse the gallery for more**
- Locate the template for your school and grade range > Hit **Select**
- **DO NOT select a theme, only a template!**

STEP 2: Name Your Site

- Name Your Site. For example: Ms. Waters' Classroom
- Change the site location (url) to be your CPS username. Ex: lwaters.
** Please note: This is a required step. **



Select a template to use:



Blank template



Name your site:

Ms. Water's Classroom

Site location - URLs can only use the following characters: -,A-Z,a-z,0-9

https://sites.google.com/a/cpsd.us/ lwaters

- ✘ Select a theme
- ✘ More options

Login

To login to Google Sites, visit
<http://google.cpsd.us>

Username: CPS email address
Password: CPS password

Google Sites Online Resources

Official Google Sites Help
& Forum


Web site of Stephen Hind, a
Google Sites enthusiast

Note: Make sure to check Media
Release Forms before posting
pictures of students.


CUSTOMIZE YOUR WEB SITE

General instructions for all pages

Edit a Page

- Click on **Edit Icon** at top of the page to make changes to the page 
- Following listed instructions on the page. All documentation needed is embedded in every page.

Adding a New Page

- Click on **add page icon** 
- Name your Page (Viewers will see this name)
- Select a template to use (will never be start page)
 - **Web page** for static informational pages
 - **File cabinet** for listing of uploaded files
 - **Announcement page** for blog style announcement display
 - **List page** for items that you will display in a list format.
- Select the **location** of where the page should be in the site structure.

CREATE Cancel

Create a page in Site: King Open Middle School Template

Name your page:

Your page URL: /a/cpsd.us/king-open-middle-school-template/ [change URL](#)

Select a template to use ([Learn more](#))

Web Page -

Select a location:

- Put page at the top level
- Put page under **Home**
 - » Your new page
 - » Choose a different location

Adding the New Page to the Sidebar Navigation

- Click on **the More drop down menu** in the top right of the screen.
- Select **Edit Site Layout**
- Click on the Subnavigation links
- Click on **Add page**
- Choose the page > Click **OK**
- Use the arrows on the right side to change the order of the page
- Click on **Ok**. Click on **Save**.

Login

To login to Google Sites, visit <http://google.cpsd.us>

Username: CPS email address
Password: CPS password

Classroom Information

Home

Announcements

Calendar

Newsletters

Homework Assignments

Online Resources

Forms and Documents

Conduct Code

Contact Me

**Sidebar
Navigation**

Template tips

[Learn more about working with templates.](#)

[How to change this sidebar.](#)



Configure Navigation

Title:

Classroom Information

Display title

Automatically organize my navigation

Select pages to show

Home

Announcements

Calendar

Newsletters

Homework Assignments

Online Resources

Forms and Documents

Conduct Code

[Add page](#)

Include a link to

Sitemap

Recent site activity

OK Cancel

**Navigation
Menu**



SHARING & PERMISSIONS



How to make your site public:

- Click on **the More drop down menu** in the top right of the screen.
- Select **Manage Site > Sharing & Permissions**
- Click on **Change** next to Cambridge Public Schools
- Under Visibility Options, select **Public on the Web**
- Click on **Save**
- Please note: The link listed under **Link to Share** is the direct url for your web site.
- Once your site is complete email the webmaster your url so she can review and approve the site and link it to your school's web site.






Link to share (allows editing)

<https://sites.google.com/a/cpsd.us/lwaters2/>

Who has access

	Cambridge Public Schools People at Cambridge Public Schools can find and edit	Change...
	Lisa Waters (you) lwaters@cpsd.us	Is owner

Visibility options:

-  **Public on the web**
Anyone on the Internet can find and access. No sign-in r
-  **Anyone with the link**
Anyone who has the link can access. No sign-in r
-  **Cambridge Public Schools**
People at Cambridge Public Schools can find and
-  **People at Cambridge Public Schools with**
People at Cambridge Public Schools who have t
-  **Private**
Only people explicitly granted permission can acc

How to make your embedded calendars public:



- Visit **Google Calendar**.
- Click on the drop-down **arrow** next to **My Calendars** and click on **Create a new calendar**.
- After you fill out the calendar details, scroll to the **Share this Calendar with others** section and check off the box.
- Then check off **Make this Calendar Public**.
- Make sure the drop-down menu next to it says **See all event details**.
- Click **Create Calendar**.

Share this calendar with others [Learn more](#)

Make this calendar public See all event details

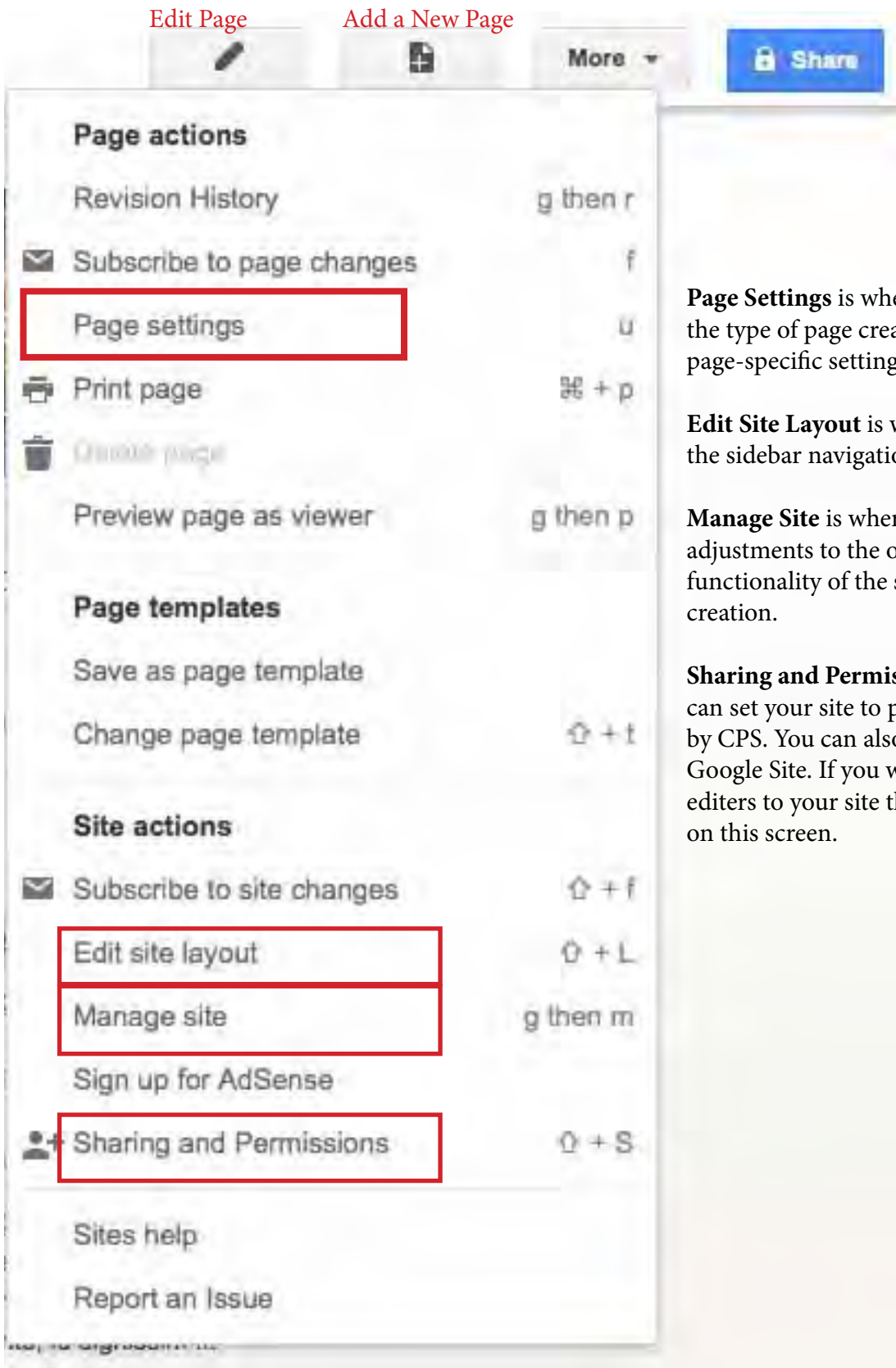
Share this calendar with everyone in the organization **Cambridge Public Schools** See all event details

Login

To login to Google Sites, visit
<http://google.cpsd.us>

Username: CPS email address
Password: CPS password

More Actions Drop Down Menu - Located in top right of screen



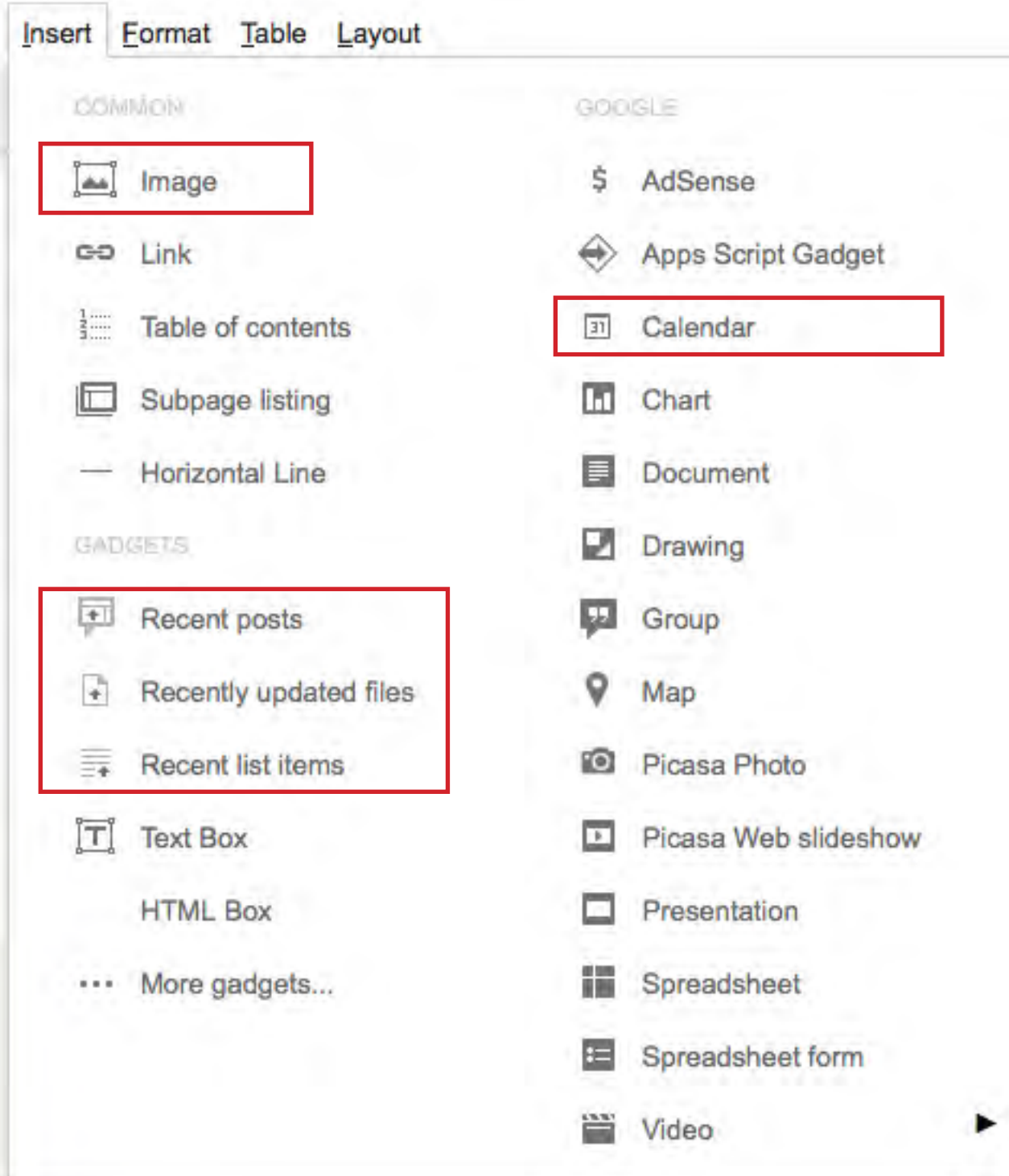
Page Settings is where you can change the type of page created and set page-specific settings.

Edit Site Layout is where you can modify the sidebar navigation.

Manage Site is where you can make adjustments to the overall look, feel, and functionality of the site after initial site creation.

Sharing and Permissions is where you can set your site to public or only access by CPS. You can also see the url of your Google Site. If you would like to invite editors to your site then, you can do so on this screen.

Insert Menu located in the top left of screen



To add information from your other pages to include announcements, a list of links, or recently uploaded files, you can use the links above. You can set how many entries show and a view all link will automatically appear. The Calendar link above allows you to embed a Google Calendar in your web site. If you add an image to your web site make sure it is not larger then 250 pixels wide and 72 dpi. To size your photos, you can download

More > Edit Site Layout > Click on Subnavigation links (Edits the left-hand subnavigation)

Configure Navigation [Close]

Title: **Display title**

Automatically organize my navigation

Select pages to show

- Home
- Announcements
- Calendar
- Newsletters
- Academic Information
- Homework Assignments
- Online Resources
- Summer Reading
- Forms and Documents
- Conduct Code

Pages currently listed in the subnavigation.

Highlight link and use arrows to change order of links

Delete a link

Add page
Add a page to the subnavigation

Add URL
Add a link in the subnavigation to an external web site.

Include a link to:

- Sitemap
- Recent site activity

OK **Cancel**

Edit Page Navigation Menu: Used to format page content



Create a hyperlink

Edit page using
html code