The purpose of the OPS Internet Web Site is to provide the community with information about the district and its schools and to enhance instruction. All internet web pages shall support these purposes. This document is a supplement to the “Omaha Public Schools Internet Web Site Practice” document.

1) Legal Requirements
   a) Copyright law and district copyright policies must be followed in the development and publication of all web pages.
   b) Appropriate safeguards regarding privacy need to be in place. This includes protecting the privacy of students, faculty, staff, and visitors to the District internet web site.
   c) Comply with Digital Millennium Copyright Act (DMCA).

2) General Requirements
   a) The building and/or department administration and the Web Systems team shall meet to define the purpose and scope of the pages.
   b) At the beginning of each school year, the principal and/or department head shall designate an individual to be responsible for the school/department pages and shall send the name of the individual to the IMS Web Systems team. If the designee is not a district employee, personal contact information shall also be provided and a standard Account Agreement for Standard User Account with NEnet and Educational Service Unit #19 will need to be completed.
   c) A proofreading process shall be defined.

3) Content Requirements
   a) Required:
      i) The name of the school or department shall be at the top of every page.
      ii) All pages must be identified as part of Omaha Public Schools at the top of every page. The official OPS logo (OmahA+) is preferred.
      iii) The school/department name, address and phone number shall be at the top of the home page.
      iv) Time sensitive information (calendars, special event descriptions, etc) must be current and up-to-date.
      v) At a minimum, the home page shall have appropriate links to copyright notices, privacy statements and terms of use.
      vi) See appropriate style guide for school.
   b) Not allowed:
      i) Building maps and virtual tours of school facilities are not allowed. Virtual tours of key areas are acceptable as long as they are not linked together.
      ii) Readily identifiable individual student pictures are not allowed on the district web pages unless a signed parent permission form has been obtained.
      iii) There shall be no commercial advertisements including external hit counters on any district internet web page. There shall be no links to personal pages (staff or student).
      iv) Non-factual promotional pages are not allowed. Listings of awards won and accomplishments are acceptable, but not “we’re the best because we say so” types of claims.
      v) Student e-mail directories.
   c) Links to non-OPS pages
      i) **ONLY** links to organizations that are associated with the school district, i.e., PTA / PTSA and alumni groups are appropriate.
      ii) All curriculum-related links must follow the guidelines for link selection established by the Curriculum and Learning Department.
      iii) No other off-site links are allowed.

4) Design Requirements
   a) All internet web pages will be built with tools approved by the IMS Web Systems team.
   b) Pane content
      i) The left pane will contain navigation.
      ii) The right pane will contain Contact Information and Quick Links. Contact information will include, school name, school address, school phone number. A link to bookmark the site will be included in the quick links.
iii) The top pane will be used for emergency announcements.
iv) The bottom pane will contain a link to send feedback to the internet web page author.
v) The content pane will contain the web content.
c) All pages must have a clearly defined navigation system. At a minimum, all pages should have a link to the school home page. It is preferred that each page has links to each of the main pages in the school web.
d) All school home pages shall have a link to the OPS District home page.
e) The Copyright statement, Terms of Use link, and Privacy Statement link shall be on bottom of every page.
f) All pages must display legibly and meaningfully in the following browsers: Internet Explorer 6.0 and above, Safari 2.0 and above, and Firefox 1.5 and above.