

**WASHINGTON-SARATOGA-WARREN-HAMILTON-ESSEX
BOARD OF COOPERATIVE EDUCATIONAL SERVICES**

ADMINISTRATIVE REGULATION

GUIDELINES FOR PRODUCING MATERIALS FOR ELECTRONIC MEDIA

INTRODUCTION

WSWHE BOCES recognizes that the World Wide Web can be used effectively as an educational resource for students, faculty, and community. It can also be a powerful tool for marketing our programs and services to component school districts, and for providing information to members of the communities WSWHE BOCES serves. This document will outline procedures for placing information on the WSWHE BOCES World Wide Web site, and for distributing information electronically.

The purpose of providing these guidelines is to set parameters for official WSWHE BOCES materials to be used in electronic media. Electronic media can be any of the following:

- Web pages – any page produced for inclusion in the WSWHE BOCES Web site;
- Official BOCES information – Board of Education membership and agenda, BOCES calendars, school contact information, job postings, applications, press releases, special events and programs;
- Instructional content – courses and registration forms, curriculum, lesson plans, and other course content;
- Web publications – newsletters, flyers, brochures, forms, etc.;
- Email – newsletters, official letters, and memos; or
- Presentations – for promotion of programs or services.

The guidelines detailed in this regulation are in accordance with the following documents. Refer to these documents for clarification of any applicable guideline or specification in this regulation.

- Administrative Regulation 2010 – Contacting and Working with Media
- Administrative Regulation 2040 – Guidelines for Producing Print Materials
- Administrative Regulation 2080 – Staff Technology Use – Computer Software, Email, Network, and the Internet – Agreement, Etiquette and Guidelines
- Board of Education Policy 2000 – BOCES/Community Relations and Communications
- Board of Education Policy 2010 – Public Information Program
- Board of Education Policy 2020 – Media Materials
- Board of Education Policy 7140 – Use of Copyrighted Materials

THE WSWHE BOCES WEB SITE

- Purpose – The WSWHE BOCES official World Wide Web site, <http://www.wswheboces.org/> is created and managed to promote WSWHE BOCES, its programs and services, and the component school districts it serves. The Web site is also constructed and maintained to be an educational resource for students, teachers and parents, and a medium for distributing information regarding activities of WSWHE BOCES Board of Education, human resources and central administration, educational programs, and school support services. All information posted to this Web site must be consistent with this purpose and with the BOCES mission statement and organizational goals.

- Needs Assessment Tool – Each division or department must complete the attached “BOCES Web Page Needs Assessment Tool” prior to developing program or service Web pages. This document outlines a process and method for assessing the various needs of BOCES divisions with respect to use of the BOCES Web site. This assessment tool consists of questions targeted at determining specific needs as they relate to: promotion, information, instruction, registration, communication, and ordering materials.
- Posting Program Pages – Each BOCES program or service may post a set of integrated Web pages that provide information about their particular offerings, content related to current classroom activities, and other as requested. Any program or service wishing to post a page or set of pages to the BOCES Web site must follow the Web page content guidelines on the following page and complete the “WSWHE BOCES Web Site Development and Posting Checklist” attached to this regulation. Pages, when posted to the Web site by the BOCES Web committee or designee, become the property of WSWHE BOCES.
- Student Identities – It is acceptable for programs to use student work to display achievement. However, use of student photos and names can be considered for posting to the WSWHE BOCES Web site if and only if written student and parent/guardian permission is obtained. Web pages may not include student telephone numbers, addresses, email addresses, or names of other family members or friends. Also, Web pages must not include any reference to the physical location of a child at any given time during the day, other than attendance in a particular program or school-related activity.
- Review Timeline – Every page that gets posted to the WSWHE BOCES Web site must be reviewed or updated every three (3) months by the page author. At the end of each three month period, the page author or other program representative will be notified by the Web committee to review and/or submit an update of their page(s). If the page is not updated, it is subject to removal from the WSWHE BOCES Web site. In addition, all dated pages regarding events such as workshops, special meetings, etc., should be updated or removed immediately following the occurrence of the event.

WEB PAGE CONTENT GUIDELINES

- All documents that constitute the official Web site, <http://www.wswheboces.org/> must serve educational and curricular purposes consistent with the mission and goals of WSWHE BOCES instructional services divisions, or other purposes consistent with the goals of WSWHE BOCES Board of Education, central administration, and school support services divisions.
- The pages that constitute the WSWHE BOCES Web site will have a similar design and style. Templates for the structure of all WSWHE BOCES Web pages will be distributed by the Web committee.
- Each page must contain a discernable link back to the home page of the program or service, as well as the WSWHE BOCES organizational home page. These links are included as a part of the Web Page template. Web pages must use only appropriate variations of the BOCES logo as defined in Administrative Regulation 2040 – Guidelines for Producing Print Materials.
- All Web page links (to businesses, other organizations, search pages, etc.) must have prior written or email approval from the organization being linked to, unless documentation regarding linking permission exists on the Web site targeted. Copies of these approvals must be included when presenting the pages to the program supervisor.
- Copyright permissions are necessary when using any copyrighted photos, multimedia, or text.
- Web pages on the WSWHE BOCES Web site may not contain advertisements for commercial products and services. However, it is appropriate to link from program pages to Web sites of appropriate members of the business community or other vendors with proper approval from these agencies.
- Neither staff nor students may publish personal Web pages as a part of the WSWHE BOCES Web site.

WEB PUBLICATIONS

WSWHE BOCES may post brochures, newsletters, workshop flyers, and other documents promoting BOCES programs and services to the WSWHE BOCES Web site. These publications should be created in strict adherence to Administrative Regulation 2040 – Guidelines for Producing Print Materials.

- Acceptable Software Formats – Publications created to be posted to the WSWHE BOCES Web site can be developed and submitted using any of the following software programs and formats:
 - Microsoft Word - for creating text documents, memos, meeting minutes, Web pages, etc.
 - Microsoft Front Page – for developing complete Web pages.
 - Simple HTML editors – a variety of software programs creating Web pages in HTML format.
 - Microsoft Publisher – for creating newsletters and flyers. Publisher files will be posted as PDFs.
 - Adobe Acrobat / PageMaker / InDesign – a good tool for posting large documents to Web sites.

EMAIL DOCUMENTS

Any memo, letter, or other official document sent via WSWHE BOCES email must adhere to the guidelines set in Administrative Regulation 2080 – Staff Technology Use – Computer Software, Email, Network, and the Internet – Agreement, Etiquette and Guidelines, as well as those in Administrative Regulation 2040 – Guidelines for Producing Print Materials. It is important that these documents be held in the same regard as traditionally printed official documents.

PRESENTATIONS

Administrators, teachers, and other staff often create multimedia presentations to promote BOCES programs and services, and to report on the status of BOCES projects and activities. These presentations should adhere to all guidelines presented in Administrative Regulation 2040 – Guidelines for Producing Print Materials.

WSWHE BOCES LOGO, NAMES AND LOCATIONS OF BOCES SITES, AND EQUAL OPPORTUNITY/AFFIRMATIVE ACTION STATEMENTS

The WSWHE BOCES logo, names and locations, and equal opportunity/affirmative action statements should be used only as described in Administrative Regulation 2040 – Guidelines for Producing Print Materials. Electronic copies of acceptable variations of the WSWHE BOCES logo are available in multiple file formats on the WSWHE BOCES Web site. Only these versions of the logo are appropriate for use in any official WSWHE BOCES electronic document.

UPDATES AND CHANGES

Because technology changes rapidly, this regulation remains a work in progress. The guidelines and procedures herein may need to be changed at any time during the year. WSWHE BOCES Web Site Committee reserves the right to make these changes and distribute the amended regulation in a complete and timely fashion.

WSWHE BOCES Web Site Development and Posting Checklist

Contact Person: _____

Date: _____

Department/Program: _____

✓	Guideline	Date
	Determined and explained the purpose for creating a Web page for the program or service. Submitted documentation to program administrator for initial approval. (Attached document)	
	Attended a Web publishing workshop. This is a 1½-hour workshop created to distribute the Web page template and to be an orientation to publishing to the WSWHE BOCES Web site.	
	Developed the text to be included in the Web page, and created an initial page using the Web page template.	
	Used a specific software program to create the Web page (Microsoft Front Page is recommended). Please specify program and version below (example: Front Page 2000):	
	Assured that there are no grammatical or spelling errors in the text of the page.	
	Added pictures or graphics, if necessary, into the page with descriptive tags. (Attached documentation of sources or written permissions)	
	Added any Web site links necessary for the page (link back to BOCES home page is part of template).	
	Received copyright permissions from necessary Web sites or organizations for using any copyrighted text, graphics, http://www.bitlaw.com/internet/webpage.html#copyright , or links http://www.bitlaw.com/internet/linking.html . (Attached all necessary documentation – required for copyright compliance agent or officer)	
	Attached all parent/guardian permission forms, if student names or photos are used.	
	Included on the Web page: Name of Web page author (teacher or staff member), school address, email address, BOCES telephone number, and name and description of program or service.	
	Denoted date created or last modified on the Web page. This date should be changed following each update. It is important to provide timely maintenance to BOCES Web pages.	
Peer review - Web site has been reviewed by another member of the program or service as to the information and content contained within the page.		
Name: _____ Title: _____ Date: _____		
The Web page content has been approved by the program administrator. The signature below indicates that the page is suitable for publishing to the WSWHE BOCES Web site.		
Program Administrator's Signature: _____ Date: _____		