LOS ANGELES UNIFIED SCHOOL DISTRICT
POLICY BULLETIN

TITLE:	LAUSD Website Development and Management Policy	**ROUTING** All Employees All Locations
NUMBER:	BUL-2424.3	
ISSUER:	Shahryar Khazei, Chief Information Officer Information Technology Division	
DATE:	August 11, 2016	

POLICY: LAUSD is leveraging modern Internet technology, including content management systems to help provide schools and offices with tools to develop and maintain websites. This Bulletin provides a basic set of guidelines for schools and offices when using web tools to communicate information.

MAJOR CHANGES: This Bulletin replaces BUL-2424.2 dated August 12, 2013 and provides an overview of the responsibilities of schools and offices in regards to website maintenance and what assistance the Information Technology Division (ITD) Website Services team can provide using the authorized tools.

BACKGROUND: The Internet provides a powerful and cost-effective way to share data and information with wide audiences. As technology advances, websites have become the gateway to information about our District and individual school sites. Websites allow us to highlight and promote information and offers the viewer the opportunity to explore what we have to offer.

The ITD Website Services team provides schools and offices with authorized tools needed to establish a web presence and the ability to connect all web content to a centrally managed system, ensuring consistent presentation of information. Visit http://achieve.lausd.net/WebsiteServices for a list of website services provided. Through these tools, departments and school staff are responsible for governing their own site by keeping information current and relevant. The Office of Communications maintains content on all pages with the general public as a target audience, including a) the District's home page, b) the Office of the Superintendent section, and c) landing pages for students, employees, and community.

The *Procedures* section below outlines current guidelines for schools and offices to follow when planning and implementing solutions for sharing web content with the public.

PROCEDURES:

Fundamental Procedures

The following fundamental procedures apply to both schools and offices. Each individual school or office must:

- Assign at least one designee for their website maintenance
- Ensure the information on your site is accurate and up-to-date
- Update website content on a quarterly basis, at the very least
- Comply with federal and District policies - this includes our overall District mission, vision and employee conduct guidelines.

Compliance with the *Americans with Disabilities Act*

Section 504 of the *Americans with Disabilities Act* (ADA) of 1990 mandates that websites used by an agency that receives government funding ensure that the content is universally accessible, including by those with disabilities, including blindness, deafness, limited cognitive functioning and other disabilities. Anyone responsible for managing content for any page affiliated with the District's website must be familiar with the guidelines set forth by the ADA when it comes to website design. These include, but are not limited to:

- Ensure that frames and other frame elements are recognizable by assistive technologies
- Include text-only alternative pages whenever there are moving images or color elements that may be difficult for users with certain types of visual impairments to use
- Ensure that images providing direction or information use an alternative tag that is available to text readers
- Include captions or subtitles for audio used providing direction or information

Please note, ADA compliance is governed by the Office of the General Counsel – for more information visit http://achieve.lausd.net/ogc or call 213-241-7600.

For additional guidance on making websites more accessible, we recommend reviewing guidelines distributed by the United States Access Board: https://www.access-board.gov/guidelines-and-standards/communications-and-it/about-the-section-508-standards/guide-to-the-section-508-standards

Procedures for Schools

Every LAUSD school site—including all comprehensive pre-K, elementary, middle, and high school sites; dependent charters schools; continuation schools; options schools; and special education centers—has a default portal page that provides basic information about the school. In addition to this page, schools may utilize other services for their website needs, which are provided below:

1. Default Portal Page (Find a School)

By default, every school is provided with a *portal page* that provides basic information about a school (e.g. the name of the head administrator, address, and phone number). The school data is retrieved from a central database and displayed in real time. This basic portal page can be accessed using a tool such as *Find a School* and provides links to school data including student and employee demographics, school spending reports, and student achievement data. A school may rely on the default portal page as its primary source of information or use a third-party solution to host content for their school site.

2. Third-party solutions for schools: School Loop (Free of Charge)

Some external organizations offer web services free of charge to public schools. The District has an informal agreement with School Loop that offers a basic tool kit for schools to create a web presence. The tool kit is user friendly and allows sites to create and maintain a school website with basic customization (e.g., adding logos, school colors, etc.).

The ITD Website Services team can assist in linking an interested school with the service provider by submitting a service request ticket. You can also request to discontinue using School Loop or reassign your content management staff, by submitting a service request ticket to ITD Website Services. To see a full list of website services, visit http://achieve.lausd.net/WebsiteServices.

3. Third-party solutions for schools (Cost Associated)

Schools interested in developing a website with sophisticated functionality may use third-party companies, such as Edlio or School Loop Plus that provide content management and hosting services for reasonable fees. Schools are permitted to budget for and purchase these services. Currently, the provision of these services is by independent agreement between the school and the entity. Most agreements include technical support from the company. ITD does not provide direct technical support for the site. To request this option, visit the ITD Website Services page at http://achieve.lausd.net/WebsiteServices and submit a request notifying ITD of:

1) your chosen third-party solution, 2) the school website URL to link the website to the school's portal page on *Find a School*, 3) the contact information for the

school website content manager, and 4) any old websites for your school that you wish to discontinue to avoid outdated & conflicting information.

4. Account Management

Every school must designate at least one (1) person responsible for managing the web content, ensuring the content's accuracy and relevance, and updating the site at least quarterly. Please notify ITD Website Services team of any duplicate school websites and to request discontinuance.

5. Minimum Website Requirements

Your school website must have 1) the school name, 2) school address, 3) school phone number, 4) the Los Angeles Unified School District logo, and 5) a link to the District's homepage.

Procedures for Offices

The following are guidelines to be followed by every office, division, department, branch, or project team that uses web pages to provide official District information.

1. Central Content Management System - Schoolwires

Organization websites are generally managed using *content management system* (CMS) software that organizes and publishes content (text, images, and other data) using templates designed to meet communication and collaboration needs. Most modern systems provide site content managers with appropriate security levels. Users are able to manage and publish information without formal training in web programming. Central administrators grant users access and track activity, as needed, to provide quality assurance for information presented to the public.

The District has an informal agreement with Schoolwires as our CMS for offices. The ITD Website Services team manages account access for each location, providing necessary guidance for effectively using online modules to share the right content with target audiences. ITD provides technical support for this site. Submit a service request ticket to the ITD Website Services team at http://achieve.lausd.net/WebsiteServices to 1) request account access, per your supervisor's approval, 2) create a new department webpage, or 3) update your website account or reassign the content manager for your department.

2. Third-party web content solutions

Third party solutions for offices are not allowed in LAUSD. Offices may only use the centrally managed CMS described above, as this is the only platform officially supported by the District. Offices relying on legacy third-party systems for communicating information must make arrangements to migrate the content onto an officially sponsored LAUSD webpage hosted on the central CMS. Remaining

legacy pages and non-compliant pages will be detached from the District network and decommissioned as necessary.

3. Account Management

Every school must designate at least one (1) person responsible for managing the web content, ensuring the content's accuracy and relevance, and updating the site at least quarterly. The ITD Website Services team maintains records of the designated content managers, and provides account access as needed. This process helps monitor ongoing content management activity across the organizations and helps guarantee quality assurance for all content presented to the public. The ITD Website Services team also provides ongoing technical support with account access issues and facilitates additional technical support as necessary.

As the District continues to move toward a common platform, ITD will assist offices with migrating the content to an updated supported platform. Visit the ITD Website Services page at http://achieve.lausd.net/WebsiteServices to request assistance and for additional related information. Please indicate the name and contact information for the person responsible for managing content for the location.

ASSISTANCE: For assistance, visit the ITD Website Services page at
http://achieve.lausd.net/WebsiteServices

For direct technical support, contact the IT HelpDesk at http://helpdesk.lausd.net or at (213) 241-5200.

RESOURCES:
- ITD Website Services - http://achieve.lausd.net/WebsiteSerivces
- U.S. Department of Justice information on Americans with Disabilities Act governance of public websites - **http://www.ada.gov/pcatoolkit/chap5toolkit.htm**

CONTACTS: For additional information about Website Service for schools and offices, go to http://achieve.lausd.net/WebsiteServices or contact ITD Website Services at itdweb@lausd.net.

For information regarding *Americans with Disabilities Act (*ADA) compliance, visit http://achieve.lausd.net/ogc or call 213-241-7600.