

Toronto District School Board

Operational Procedure PR.581 COM

Title: **WEB SITE DEVELOPMENT**

Adopted: February 13, 2007

Authorization: Executive Planning and Priorities

1.0 OBJECTIVE

To establish standards and procedures for the development of TDSB web sites and define roles and responsibilities

2.0 DEFINITIONS

Corporate, or central, web sites are the TDSB internal web site (TDSBweb) and the TDSB's main public web site (www.tdsb.on.ca), which are the primary vehicles for providing information to TDSB audiences about the TDSB, and its schools, programs or services.

TDSB web sites are any sites that represent TDSB schools or departments, whether hosted by the TDSB or an external vendor.

3.0 RESPONSIBILITY

Director, Communications and Public Affairs

4.0 PROCEDURES

4.1 Introduction

The mission of the Toronto District School Board (TDSB) is to enable all students to reach high levels of achievement and to acquire the knowledge, skills, and values they need to become responsible members of a democratic society. TDSB communications vehicles need to reflect and promote this mission. TDSB corporate web sites provide an ideal vehicle for illustrating and informing audiences about the ways the TDSB is fulfilling its mission. Information published on the Internet can reach millions of people; therefore, it is essential to coordinate information that is published for the TDSB and ensure sites are appropriate and meet corporate standards. The TDSB needs to communicate effectively with students and their parents, adult students, TDSB employees, and a broader community of more than 2 million Toronto residents and prospective international students from around the world. The quickest,

most cost efficient, and effective method is via the Internet. The TDSB's mission statement is service-oriented and, accordingly, TDSB web sites can be utilized to reflect the TDSB's commitment to provide quality service to its audiences in a timely manner. In addition, web sites also serve as an emergency/crisis communications tool that has proved essential in distributing information widely, quickly, and effectively, as a recruitment tool, and as a tool to increase staff efficiency.

4.2 Corporate Web Site Management

Web sites are communications tools. Therefore, management of the TDSB's central web sites resides in Communications and Public Affairs. This is consistent with other large public sector organizations in Ontario. However, effective web sites are also products of partnerships. For the TDSB, Communications partners with IT Services in the development of its corporate web sites. Staff in various departments are also important partners. An organization as large as the TDSB's demands a decentralized approach to providing content. The Communications office oversees and encourages staff from all departments with relevant information for the public and for staff in participating in the success of the TDSB public and internal web sites while stressing the need to adhere to corporate visual and content standards. Departments identify a Content Provider who is provided with training and tools for uploading approved material to the public and internal (TDSBweb) web site. Content Providers are subject experts in their particular field – this ensures accuracy and timeliness of information posted—and work with staff in Communications to develop web content appropriately.

(a) Roles and Responsibilities for TDSB Corporate Web Sites

Managing the TDSB's corporate web sites requires collaboration among Communications and Public Affairs, Information Technology Services, and Content Providers from various TDSB departments. Communications and Content Providers are responsible for what users see on screen and IT Services is responsible for what users do not see (i.e. backend technologies, servers, etc.) Maintaining a web site for the TDSB is a massive undertaking that requires a high degree of workload management and prioritizing needs. This procedure will formalize the roles and responsibilities of the main departments involved in the smooth operation of TDSB corporate web sites.

The corporate web sites are managed by Communications and Public Affairs. Content Providers for each area of the TDSB develop information that is relevant to public audiences for the public web site (www.tdsb.on.ca) and relevant to all staff for the internal web site (TDSBweb). The Communications office determines, in consultation with Content Providers, what information is appropriate and where that information fits best within the organization of the web sites. The Communications and Public Affairs Web Team provides corporate web site maintenance, development, and consultation. IT Services provides infrastructure, security, and backend technologies.

(i) Communications and Public Affairs is responsible for:

- Approving all content areas and design for public and internal web sites
- Establishing the overall vision for corporate web sites based on organizational vision
- Ensuring that the integrity of the sites' design is maintained (includes enforcing TDSB design and editorial standards)
- All home page content as well as content on log in and application pages.
- Appropriate placement of information
- Assigning priorities for uploading to sites, including pages that require immediate upload (e.g. Home pages and associated news items, crisis materials, Media releases, Chair and Director statements, etc.)
- Liaising with the Web Team
- Publicizing web sites (community newspapers, parent magazines, Board publications)
- Ongoing review of web site pages and links
- Analyzing statistics on web usage and making appropriate adjustments as required
- Ongoing research and evaluation of developments in new media and utilizing new developments to ensure effective communication of information about the TDSB and its programs and services via the web sites
- Reporting to the Director on the web site, (usage, changes, upgrades, effectiveness, resolution of technical or other problems, etc.)
- Managing the main web site mailboxes and forwarding and/or responding to e-mails within 48 hours
- Reporting errors and technical problems to the Help Desk promptly
- Informing stakeholders of any major changes to web sites (e.g. Enterprise help Desk, Switchboard)
- Ensuring that every TDSB department with relevant public information or staff information appoints a Content Provider for information posted on the web sites
- Leading and co-ordinating consultation and support to Content Providers, including appropriate training where required and with the Web Team and Media Services
- Maintaining the list of Content Providers and liaising with Content Providers as required on their web pages
- Approval of domain name requests by content providers.

Within Communications and Public affairs, the following units have specific roles and responsibilities.

The Communications and Public Affairs Web Team is responsible for:

- Web page development and design using industry standards, methodology and design for large scale organizations to support scalability, reliability and availability
- New migration of IIS web environment (e.g. v5 to v6)
- Review webteam.dll and reconstruct with error handling and reporting to expedite web failure diagnostics and recovery
- Liaison with Communications managers and IT Services to develop effective web based solutions
- Comply with the architecture and technology standards that are in place
- Comply with the Change Management Process, Patch Management and the scheduled maintenance windows and emergency requests
- Notifying Communications of any requests to post independent web sites or use third party software
- Notifying Communications of any technical issues that will cause web service disruption and proposing solutions
- Project management, where required
- Testing development pages and troubleshooting
- Scheduling with IT Services for requesting technical support, allocation of technical resources, and site backup
- Site maintenance, including content uploads when required
- Reporting errors and technical problems to the Help Desk and Communications
- Liaison with IT Services on server issues, defining needs to measure web traffic and recommending domain name purchases
- Defining reporting requirements based on implemented web analytics tools.
- Providing monthly and annual reports on measurements of web usage, including statistics for the complete central site (i.e. home and root pages as well as compilation of all sub sites) and individual sub sites, by year, by month, by week, and by day; including information on the top 200 page views, number of visitors (broken down by type of visitor), top downloads, entry pages, exit pages, error messages, least viewed pages, trends, and paths
- Liaison with the Help Desk to ensure reported errors and problems are resolved
- Support for Content Providers as required (e.g. image resource folders, pdf creation, on-line surveys, search engine, document server, etc.), including appropriate training where required and with the Communications Officers and Media Services
- Defining requirements for Database creation and browser interface for database maintenance for IT Services
- Approval of domain name requests by content providers subject to established naming convention
- Liaison and participation with IT Services on web technology upgrade, revisions and project initiatives

- Participating in TDSB technology committees and projects
- Defining Web capacity needs and requirements
- Liaison with Communications, Media Services to establish rich media standards and processes for web design and support (e.g. photos, videos)
- Providing analysis of web usage statistics to communications officers and content providers
- Ongoing research and evaluation of developments in new media and utilizing new developments to ensure effective communication of information about the TDSB and its programs and services via the web sites
- Usability testing of new site designs
- Production support
- Research, recommend innovative solutions and best practices for web

The Communications and Public Affairs Media Services Team is responsible for:

- Photography, including development and maintenance of image resource bank for Content Providers and School web site development
- Graphic design for images, banners, icons
- Webcasting services
- Liaison with Communications Web Team to establish standards and processes for timely design, photography and videography support
- Content upload support for Content Providers, including appropriate training where required and with the Communications Officers and Web Team
- Support for school web sites (school web site toolbox development and technical support)
- Testing development pages and troubleshooting

(ii) IT Services is responsible for:

- IT web technical infrastructure and architecture, standards, maintenance and server hardware and server software upgrades and to ensure production servers are stable and load balanced
- Liaison with Web Team and Help Desk to ensure that any technical change potentially affecting corporate sites is compatible across the system and does not disrupt web services
- Involving Communications and Web Team in projects affecting corporate sites, including any sites associated with the central sites (e.g. school sites and third party applications)
- Ensuring that statistics are regularly updated and providing access to weekly and monthly statistics reports to Communications/Web Team on web usage using standard reporting tools implemented, (e.g. WebTrends)
- Issuing and maintaining permissions for Communications/Web Team, and approved Content Providers and providing secure access to password protected

areas according to TDSB standards, industry best practices and audit requirements and expectations

- Providing user capacity for TDSB web sites and external/internal access
- Reporting errors and technical problems to the Help Desk and Communications
- Ensuring that the active directory is used for all applications that require user ID
- Analyzing and provide solutions for capacity and downtime web server issues
- Providing web server and users security solutions
- Notifying Web Team on urgent and unexpected system failure or web change management
- Maintaining all domain name licenses procured through IT Services
- Providing coverage on a 9 to 5 basis.

The Enterprise Help Desk is responsible for:

- Ensuring high priority to Web Team and Communications problem reports, including a response update within 2 hours of reported problems
- Notifying Web Team, Communications and Content Provider of problem reported and priority assigned (including timelines) for resolution
- Notifying Web Team and Communications and content provider when problem is solved
- Ongoing support to Content Providers on using content administration tools
- Monthly reports to Communications on web site and user problems (e.g. passwords, access, applications, desktop, browsers).

(iii) Content Providers (in each department) are responsible for:

- Keeping content up to date and identifying/developing new content, adherent to TDSB standards, accurate, and relevant to target audience
- Notifying Communications and the Web Team of any significant changes to their pages or contracting maintenance of pages
- Including keyword and description metatags on, at minimum, the introductory page, and also on pdfs and other documents
- Maintaining departmental list of content providers
- Reporting errors and technical problems to the Help Desk and Communications
- Seeking requisite approval from supervisors for content
- Obtaining relevant approvals and permissions for content and photos
- Completing appropriate forms
- Responding to user questions and /or concerns about content
- In consultation with Communications and IT Services, identification of and payment for unique domain names.

4.3 Requests for Corporate Web Presence

The TDSB sites require organization and centralization to ensure that all material is consistent with the TDSB's missions and values, is relevant to users, meets communication objectives, and supports program areas. The Communications office oversees the corporate web sites and encourages staff from all departments with relevant information for the public and for staff in participating in the success of the TDSB public and internal web sites. Requests for a web presence should be initiated with Communications and Public Affairs and will include:

- rationale for posting
- overview of content for pages
- approval, Executive Officer.
- Identification of content provider, and
- transmittal specifications.

Upon approval of a web presence, departmental content providers work with Communications and Public Affairs staff to review/develop appropriate content. Content Providers are subject experts in their particular field – this ensures accuracy and timeliness of information posted—and are trained in the use of a simplified content tool to upload and maintain approved content. Assigned Communications staff will monitor and continue to work with content providers as required. Members of the web team will provide design and programming support.

4.4 Measurement

The ability to measure usage, respond to user trends, and proactively improve sites makes the organization accountable and also allows the TDSB to quantify the value of the site, especially important as the TDSB continues to rationalize services and look for more efficient and effective methods to communicate with the public and with staff. Continuous monitoring of the TDSB web sites will ensure that TDSB goals and objectives continue to be met and that web sites are effective communications tools for all target audiences.

(a) Usage statistics

- Weekly and monthly usage statistics (number of visitors, page views per day/week/month) will be used to assess the effectiveness of all web pages, including database-driven pages
- Frequently visited pages and most downloaded files will be highlighted
- Communications mailbox activity
- Usage of the site by external vs. internal users; school vs. admin users etc.

(b) Responsiveness

Web sites are service oriented. The fluidity of a web site allows constant evolution to meet the changing needs of users. High traffic areas will be analyzed and the quick links pulldown menus will be adjusted accordingly. Pages that

are not being used or where information is not clear and comprehensive will be adjusted or removed.

(c) User satisfaction

The web site mailbox on the public site receives approximately 250 messages per week. E-mails are forwarded to the appropriate staff for response time within 48 hours. Analysis of these e-mails will help gauge user satisfaction with web site. As well, user surveys and focus groups and dyads with internal and external audiences will help determine if and how they access information from the web site will indicate user satisfaction with web site.

The web sites are also critical in helping improve staff performance and productivity. Fewer staff with larger workloads depend on web sites to increase efficiencies and improve work processes. Using the web sites for information also helps educate staff members responding to external queries and reduces the number of internal queries. Staff satisfaction with the web sites will be monitored through surveys about where and how effectively staff is accessing information. Questions about ease of access, loading, computer literacy, and satisfaction with information posted, etc. will be included. Staff e-mail and phone enquiries will also be tracked and analyzed.

4.5 Reporting

IT Services will provide a standard reporting tool to effectively capture web usage statistics for analysis by Communications and Public Affairs. Statistics should be available for the complete central site (e.g. home and root pages as well as compilation of all sub sites), as well as all individual sub sites, by year, by month, by week, and by day. Statistics should include information on the top 200 page views, number of visitors (broken down by type of visitor), top downloads, entry pages, exit pages, error messages, least viewed pages, trends, and paths.

Communications (Web Team and Communications Officers) will monitor usage statistics, responsiveness, user satisfaction, staff satisfaction, and costs and report to Executive Council as required.

Communications will report to Executive Council regularly on changes / upgrades to web sites, new pages, usage patterns, new technology, etc.

4.6 Contact Information

Communications and Public Affairs: tel. 416-397-3220; email communications@tdsb.on.ca

Web Team: email webteam@tdsb.on.ca

Media Service: email mediaservices@tdsb.on.ca

IT Services (for Network/server issues)

Help Desk: tel. 416-395-4357; email enterprisehelpdesk@tdsb.on.ca

4.7 Standards For TDSB Web Sites

TDSB web sites should be relevant, have information that is easy to access, reflect the values of the TDSB, and establish “brand equity” throughout the system. The TDSB employs branding tactics to convey and strengthen the image and culture of the organization as a quality institution. Consistent messaging in print and electronic materials supports this objective and helps our communities identify with the TDSB, which is essential in establishing the TDSB as the educator of choice in Toronto.

Web sites should provide information about the TDSB’s schools, programs, and services, be easily accessible, and reflect the TDSB in a positive light. Information should be organized in a coherent manner that is easy to navigate. Web sites should provide a high degree of customer service and demonstrate how the TDSB is fulfilling its mandate.

The TDSB regularly communicates to audiences that have a wide range of reading levels, and for many of whom English is not the first language. Therefore every effort should be made to ensure that all communication is **clear, concise, and compelling the appropriate audience and is inclusive**.

TDSB web sites must adhere to the following design, technical, and editorial standards:

(a) General Principles

All information posted on TDSB web sites must be consistent with the mission and values of the Board and must comply with this guide and all related Board policies, guidelines, and procedures.

All web pages on the central sites must link to the TDSB’s official public web site via the TDSB logo at the top of the page. All internal pages should also link to the intranet site home page: TDSBweb. School web site home pages should include a link to the TDSB’s public web site via the TDSB logo.

Unless approved by Communications in consultation with ITS, all staff in TDSB schools and departments must use TDSB servers to host web pages that communicate TDSB information.

All web pages on TDSB servers or paid for by the TDSB are considered property of the TDSB.

The TDSB's public and internal web sites will be the primary communications tool for TDSB staff to communicate with various audiences, complemented by other tools such as newsletters, media relations, etc.

The integrity of the corporate sites' home pages will be maintained at all times. The web template (shared borders for public web site and internal web site) must be present on all pages on corporate sites.

Design standards shall adhere to the principles established in this document to ensure consistency through common elements/colours for all pages, editorial and design standards, and accurate, timely, regularly updated information written in clear language.

Content on TDSB web sites will not be in contravention of any Board policy, guideline, or procedure:

- Content will not contain sectarian or denominational content.
- Content that is political in nature and/or focuses on issues must inform or educate, create awareness of issues in the community and/or facilitate community discussions.
- Content will not promote a specific political party.
- No advertising from external organizations is permitted.
- Content shall not contain criticisms of trustees, staff, or students or statements that could cause the Board embarrassment or liability.
- Content must be organized in a user-friendly format that enables visitors to self identify their community of interest.
- Content must be clear, comprehensive, and jargon-free. It must be responsive and provide a mechanism for two-way communication.
- Material must be free of bias and as inclusive as possible. (see More Than a Style Guide for comprehensive information about bias and inclusion issues)
- Privacy disclosure must be considered and adequate security features applied if required.

Content on the corporate public site should demonstrate to parents, students, and community members how the school board provides service to them and should support the TDSB's core communications functions.

Content on the internal site should help staff function more effectively.

External links from a TDSB site to outside sites should be restricted. Visitors should be encouraged to stay on the TDSB's site and receive the TDSB's perspective on any given issue. Once visitors leave the site, they are unlikely to return. External links must be pedagogically relevant and are subject to the same standards of content quality as TDSB sites.

Schools sites can include relevant external links to public-sector organizations. Public-sector links should not be on the home page, with the exception of the link to the TDSB public web site. The school principal or school supervisory officer should review any prospective private sector links to ensure adherence to appropriate policies.

Content on TDSB central web sites is subject to the approval of the appropriate supervisory officer for the subject area. All home page content is developed and approved by Communications and Public Affairs.

The TDSB's public and internal web sites shall be the sole repositories for all forms.

Where the TDSB finds specific materials to be objectionable or inappropriate, the TDSB or its designate reserves the right to remove any such materials.

(b) Design Principles

Web sites must support TDSB corporate identity and branding tactics. Identification markers convey meaning, encourage tradition, and create culture. Their use on the public and internal web sites communicates pride in work, professionalism in communication, and commitment to quality and high levels of achievement. All TDSB publications, print or electronic, should have a TDSB identity and promote a professional appearance.

The TDSB logo should appear on the sites, preferably in the top left corner of the screen, and be linked to the TDSB central site, www.tdsb.on.ca. The logo must appear as specified in the *Visual Identity Manual*:

- the graphic and text must appear as a unit with ample space around the logo
- the colours are green (RGB 0/159/106; web-safe colour equivalent, 009966) and black; no other colours are acceptable.

Primary colour on TDSB central web sites is green (web-safe colour equivalent, 009966). Second colour on TDSB central web sites is orange (web-safe colour equivalent, FF9900.) School web sites should utilize local colour schemes.

Printing capability should be considered in the design of your web site. As a rule, use white backgrounds and dark text.

TDSB web templates must be used in development of all central web pages within TDSB central web sites, unless approval for alternative is granted.

Because the browsers display pages in fonts and colours available on the user's computer, TDSB web page templates use styles sheets that include default fonts and TDSB colours.

Text should be kept short. Columns are to be avoided. Where readers read printed material from left to right and up and down, web material needs to be designed so that readers are reading only from left to right, that is in a one-column format. Left-aligned, ragged-right format in one column is preferred for text. Justified text can be problematic, especially with narrow columns that result in huge gaps between words or in tightly kerned words.

Web sites are visual mediums. Use photos or images and utilize white space so that pages are not text-heavy.

Avoid pdfs. Large documents intended for printing can be in pdf format compatible with Acrobat Reader 5, but provide a summary as a web page. Bookmarks and keywords should be provided in any lengthy pdf. If pdf documents are used, also include a link to the free Acrobat Reader download for those users who may not have it.

Multiple browser windows should be avoided. When linking to a TDSB web page within the same site, open that page in the same window. If linking to external sites, set the page to open in a new window.

Web pages for the internal web site should be designed for screen size of 800 x 600.

Navigation must be functional and standardized. Organize your information by using local menu items.

(c) Editorial Principles

Include contact information. E-mail contact should be encouraged and responses should be prompt (within two business days.) A main phone number and address should also be easily found.

Personal information such as personal addresses, phone numbers cannot be published.

For the safety of our students, schools or departments must not use full names of TDSB students, without permission. Students' first names and first initial of last name may be used.

Use caution when publishing photographs of students on the web site. No photographs of students in which individual students are identifiable shall be posted without written consent from parents or guardians. Photographs where students are not identifiable are permitted without permission.

Photographs of staff, parents, or community members at a public event are permitted but use of any other photographs of staff, parents, or community where individuals are identifiable (e.g. in a classroom setting) require permission.

Content should be regularly maintained.

The appropriate school or department administrator (content provider) is responsible for permissions and for ensuring that all work published is original or has been cleared for copyright with the originator and ownership of the copyright is clearly indicated.

Material must be free of bias and as inclusive as possible. (see *More Than a Style Guide* for comprehensive information about bias and inclusion issues)

Keep sentences, paragraphs, and pages short and concise. It is, in most cases, better to have many short pages than a few long pages which forces the user to rely too much on using the scroll bars.

Text for web pages should follow clear writing principles. Some of these principles include:

- keep sentences short; one thought per sentence
- use words that are easy to understand
- use familiar words
- avoid unnecessary words
- put action in your verbs; use active, not passive tense
- write as you talk
- try to understand the readers' perspective
- avoid acronyms and jargon
- write to express, not to impress.

Editing Mechanics

Reference Guides

- The Communications office uses *The Concise Oxford Dictionary of Current English* as its reference dictionary for spelling and word-breaks.

Spelling

- *The Concise Oxford Dictionary of Current English* uses British spelling forms. Communications office style is to use these forms with some exceptions. *Oxford* also lists American forms of British spellings that are preferred as in-house style (e.g. “analyze” not “analyse”). Also, use “-ize” endings, not “-ise” (e.g., “recognize”).

- Nouns ending with a consonant preceded by a vowel should have the consonant doubled when adding a suffix, with the exception of the suffix “-ment” (e.g., enrolment, commitment, fulfilment).

- A partial, but not exhaustive list of in-house spelling preferences is available in the *More Than a Style Guide*. This list should be amended project by project as necessary.

Style

Punctuation, Grammar, Numbering, capitalization and other editing guidelines are available in the TDSB’s *More Than Just a Style Guide*.

(d) Technical Guidelines

If you are developing a web site for eventual posting on TDSB web servers, the following guidelines are intended to minimize some of the problems you may encounter.

Graphics, logos, and anything non-photographic should be .gif files. Photographs should be low resolution .jpg files.

Because other TDSB staff may link to your area, always use the same file name when updating.

All domain name requests will be approved by the Communications office or Communications Web Team and licenses maintained by IT Services.

Java scripting is permitted depending on functionality. ASP, MSAccess is supported. Common Gateway Interface (CGI) scripting is not supported.

TDSB web pages should be designed to be compatible with Firefox 1.0, with Internet Explorer v6 for Windows, and with Internet Explorer v 5.2, Safari 2.0, and Netscape v7+ for MACs,

Web pages for the internal web site should be designed for screen size of 800 x 600.

Web-safe palette is 216 colours.

Multiple browser windows should be avoided if possible.

Navigation must be functional and standardized. Organize your information by using local menu items.

Use frames with discretion and test print-friendly pages.

Requests for server space for school web sites is available from the Principals' site under Quick Links.

School web site content storage space will be reviewed annually.

Technical support is available from the Enterprise Help Desk, Monday to Friday 7:30 am to 5 pm

Consult with Web Team on design issues and industry standards.

4.8 School Web Sites

School web sites are a great way to communicate with a local school community. Web sites can be effective and efficient communication tools. Because users can retrieve information that's important to them on their own time and at their convenience, staff time can be more effectively utilized for other important school administrative needs. Many schools use the development of a web site as an opportunity for curriculum. It's an opportunity for kids to learn a little bit about web page development and about effective communication. Students of senior classes might take it on as a class project. Other schools utilize the assistance of teachers that might have expertise in web page development or office staff interested in web site communications.

When developing a local school web site, consult with the school council and with parents, students, and other important community partners about content. Some very successful TDSB school web sites include content such as: welcome messages from principal, school council chair, and student, school handbook, current and past newsletters, monthly calendar, staff lists, classroom galleries highlighting interesting projects, homework assignments, school council news, and school history. Much content for school web sites is also on the TDSB public web site via a simple link. Content such as safe schools information, homework tips, kindergarten information, child care information, French immersion information, support services, optional attendance status, school profiles (including EQAO results), and maps are maintained by central staff content providers so schools can confidently populate their site with a minimum of effort with content that will be updated as necessary by appropriate staff.

Your local media service office can offer some start up assistance for the site and can be contacted at the following email address: mediaservices@tdsb.on.ca.

- (a) All schools should establish an Internet presence and link the school site with the central site via the TDSB logo, which should appear in the top left hand area of the school home page.
- (b) All content on school sites must be consistent with Board policies, guidelines and procedures and will adhere to the standards in this document (see section 5).

- (c) Final approval and responsibility for content rests with the principal.
- (d) Schools can request free capacity from IT Services, which can be used to host web sites, by completing and submitting the School Web Site Request form, available from the quick links area of the Principals' Site on the TDSB's internal site (<http://tdsbweb/principal>). The request for server space must come from the principal. The naming convention for school web sites is: <http://schools.tdsb.on.ca/schoolname>.
- (e) School sites are linked to from the TDSB corporate public site's school information pages.
- (f) School Web Site Toolbox
 - Though many schools rely on teachers or students who have experience in building web sites, web experience is not necessary to establish a functional site that would be useful to parents and community. The **Web Site Toolbox** makes such a site easy to build and maintain for all schools.
 - The **Web Site Toolbox** provides schools with all the tools required to establish a simple web site that can be augmented as schools see fit with more complex tools. The toolbox will include design templates, pre-written content, photographs and images, procedural information, easy-to-use development tools, help guides, and training opportunities.
 - The success of a TDSB school web site will ultimately hinge upon the involvement of school staff. To that end, information sessions and content tool training for schools is critical and will be available.
 - The simplified content tool already in use for the management of the TDSB's corporate public web site and internal site will be the model for a tool for schools so that managing the local site does not require a great deal of web software savvy. The Ministry of Education also provides licenses for web software (e.g. Macromedia Dreamweaver), which schools can use to build sites.
 - More information about the **School Web Site Toolbox** will be available in the Principals' site as development progresses.

(e) School council web pages

School councils are a very important part of any school at the TDSB and should have a strong presence on the local school web site. However, it is important that the school web site include other aspects of the school. Therefore, a school web site should not consist solely of school council information.

TDSB server space can be provided only for those who are authorized to upload pages from a networked computer. This includes computers at schools and at education offices. These areas must be managed by TDSB staff to ensure that TDSB standards are met and that appropriate technical support can be provided.

Due to security, budget, and staffing issues, school councils and ward councils do not have independent server space on the TDSB web site. Principals are encouraged to provide space on the school web site for school council news.

Final approval and responsibility for content rests with the principal.

Content on school council web pages must adhere to all TDSB policies and procedures.

5.0 REFERENCE DOCUMENTS

Policies

P.002: Mission and Values

P.018: Trustee Constituency Communications

P.037: Equity Foundation

P.041: Distribution and Display of Materials for Students and Parents From External Groups Logo Use and Other Identification Markers procedure

P.053: Student Trustee and SuperCouncil Communications

Operational Procedures

PR.503: Translation and Interpretation

PR.565: Distribution and Display of Materials for Students and Parents From External Groups Logo Use and Other Identification Markers procedure

PR.571: Code of On-line Conduct

PR.651: Media Releases

PR.652: Trustee Web Site Pages

PR.676: Freedom of Information and Protection of Privacy

PR.683: Copyright and Public Performance Rights for Video Materials Crisis Communications procedure

Forms

Form 529C: Student Web Site Release

Other Resources

More Than a Style Guide

Communications and Public Affairs Project Request Form

School Web Site Request Form

Visual Identity Manual

School Web Site Toolbox