

# Arlington Independent School District

## Plan for New Content

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## I. TRAINING

### District

#### *Required*

- Digital Citizenship
- UX Foundations: Accessibility
- WordPress Essential Training
  - Ch 1: Getting to Know WordPress
  - Ch 2: Getting Started
  - Ch 3: Creating Posts
  - Ch 4: Adding Images and Media
  - Ch 5: Creating Pages
  - Ch 6: Managing Content
  - Ch 14: Diving Further into the World of WordPress
- WordPress: Accessibility
- Acrobat DC: Creating Accessible PDF's
  - Ch 1: Understanding Accessibility
  - Ch 2: Accessibility in PDF Files
  - Ch 3: Making an Existing PDF File Accessible
  - Ch 4: Creating an Accessible PDF File from Word
  - Ch 5: Creating an Accessible PDF File from PowerPoint and Excel
- Name, Title, and Certificates of Completion from Lynda.com must be sent to Web Services.

#### *Optional*

- Information Literacy
- Creating Accessible PDF's (2014)
- Advanced Accessible PDF's
- Google Calendar Essential Training
- Web Services shall provide additional WordPress training.

### Department

#### *Required*

- Digital Citizenship
- UX Foundations: Accessibility
- WordPress Essential Training
  - Ch 1: Getting to Know WordPress
  - Ch 2: Getting Started
  - Ch 3: Creating Posts
  - Ch 4: Adding Images and Media
  - Ch 5: Creating Pages
  - Ch 6: Managing Content
  - Ch 14: Diving Further into the World of WordPress
- WordPress: Accessibility
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- Name, Title, and Certificates of Completion from Lynda.com must be sent to Web Services.

*Optional*

- Information Literacy
- Creating Accessible PDF's (2014)
- Advanced Accessible PDF's
- Google Calendar Essential Training
- Web Services shall provide additional WordPress training.

Campus

*Required*

- Digital Citizenship
- UX Foundations: Accessibility
- WordPress Essential Training

- Ch 1: Getting to Know WordPress
- Ch 2: Getting Started
- Ch 3: Creating Posts
- Ch 4: Adding Images and Media
- Ch 5: Creating Pages
- Ch 6: Managing Content
- Ch 14: Diving Further into the World of WordPress
- WordPress: Accessibility
- Acrobat DC: Creating Accessible PDF's
  - Ch 1: Understanding Accessibility
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  - Ch 5: Creating an Accessible PDF File from PowerPoint and Excel
- Name, Title, and Certificates of Completion from Lynda.com must be sent to Web Services.

*Optional*

- Information Literacy
- Creating Accessible PDF's (2014)
- Advanced Accessible PDF's
- Google Calendar Essential Training
- Web Services shall provide additional WordPress training.

## II. ACCESS TO WEB SERVICES

### ALL LEVELS

- Required trainings shall be completed prior to gaining access to any web service.
- Web Services shall set permissions as requested by a supervisor.
- Non-employees shall not have access to employee-only portals.
- Employees shall not share login credentials per the Employee Handbook (Technology Resources and Systems Access)

### III. CURATING CONTENT

#### ALL LEVELS

- No content that is protected by copyright shall be infringed (Employee Handbook – Standards of Conduct: Copyrighted Materials).
- No content that is posted online shall be inaccessible to persons with disabilities according to the Digital Accessibility Initiative.

#### District

- Communications shall solicit, filter, and distribute content accordingly.

#### Department

##### *Required*

- A department supervisor shall designate one Department Communicator and send their name, title, email, and phone extension to Communications for documentation. Supervisors shall notify the Communications Department of any changes. Communications shall verify the information on a yearly basis. There shall be no additional compensation for this appointed position.
- A Department Communicator shall monitor the group conversation daily.

##### *Optional*

- A department supervisor shall designate additional Department Communicators as necessary.

#### Campus

##### *Required*

- The campus principal shall designate two Campus Communicators and send their names, titles, emails, and phone extensions to Communications for documentation. Principals shall notify the Communications Department of any changes. Communications shall verify the information on a yearly basis. There shall be no additional compensation for this appointed position.
- A Campus Communicator shall monitor the group conversation daily.
- Campus Communicators shall solicit, filter, and distribute content accordingly.

##### *Optional*

- A principal shall designate additional Campus Communicators as necessary.

## IV. PUBLISHING CONTENT

### ALL LEVELS

- No content that is published shall contradict board policy or employee handbooks.
- No content that is published shall infringe on copyrighted materials.
- No content that is published shall contain student directory information unless the Release for School-Related Purposes has been allowed by the guardian.
- No content that is published shall include links to inappropriate sites. The appropriateness of a link shall be determined by a supervisor.
- No content shall be published using platforms not authorized by Web Services. Prohibited platforms include, but are not limited to, Google Sites, Weebly, Wix, and BlogSpot.

### District

#### *Required*

- Expectation of Publication
  - Changes to announcements, news, and events shall be made immediately.
  - Changes to required postings shall be made immediately.
  - Web Services and Communications shall curate a list of required and scheduled announcements, news, and events to assist Webmasters and Communicators.
  - Requests for publication shall be submitted via help tickets to Web Services.

### Department

#### *Required*

- Designation of a Department Webmaster
  - A department supervisor may designate one Department Webmaster and shall send their name, title, email, and phone extension to Web Services for documentation. Supervisors shall notify Web Services of any changes. Web Services shall verify the information on a yearly basis. There shall be no additional compensation for this appointed position.
- Expectation of Content
  - Department Name
  - Department Description/Role
  - Documents (if applicable)
  - Destination Links (if applicable)
  - Contact Information of Staff
    - Name

- Job Title
- Job Description
- Phone
- Email
- Expectation of Publication
  - Changes to announcements, news, and events shall be made immediately.
  - Changes to required postings shall be made immediately.
  - Requests for publication shall be submitted via help tickets to Web Services.

*Optional*

- Expectation of Content
  - Google Calendar
  - FAQs

Campus

*Required*

- Designation of Campus Webmasters
  - The campus principal shall designate two Campus Webmasters and send their names, titles, emails, and phone extensions to Web Services for documentation. Principals shall notify Web Services of any changes. Web Services shall verify the information on a yearly basis. There shall be no additional compensation for this appointed position.
- Expectation of Content
  - Contact Information of Professional and Paraprofessional Staff
    - Name
    - Job Title
    - Job Description
    - Phone (if applicable)
    - Email
    - Canvas URL (if applicable)
  - Campus Identity
    - Picture of Campus Building
    - History of Campus
  - Campus Specific Policies



- Dress Code
  - Student Behavior
- Social Media
- Campus footer:
  - Campus Contact Information
    - Address
    - Phone
    - Hours
  - Campus News
  - Campus Events
  - Campus Staff Directory Search
- Expectation of Publication
  - Changes to announcements, news, and events shall be made immediately.
  - Changes to required postings shall be made immediately.
  - One new announcement and one new campus news post shall be posted per week.
  - Web Services and Communications shall curate a list of required and scheduled announcements, news, and events to assist Webmasters and Communicators.
  - Requests for publication shall be submitted via help tickets to Web Services.

## V. MAINTAINING CONTENT

### ALL LEVELS

- Web Services shall monitor the functionality and accessibility of web pages and shall remediate any issues in a timely manner.
- Web Services shall assist Department and Campus Webmasters and Communicators in monitoring the relevance of content.