



Guidelines for GCS School and Teacher Web Pages

General Principles

- The subject matter must be timely, appropriate and of interest to others as it relates to the school and its programs. Staff and student work may be republished only as it relates to a class project, course or other school-related activity.
- All web pages must be free of spelling and grammatical error. Documents shall not contain objectionable material or link directly to objectionable material.
- The names of students shall not be identified in photographs on the school web page unless the parent or guardian has signed a **publication consent form**. If student work or photos appear, complete student names (first and last) must **NOT** be used. Use first names or generic names such as “second grader”.
- No product advertising should appear (this includes inadvertent advertising through the use of decorative company logos representing computer systems, computer software products, and the like.)
- No copyrighted photos or graphics should be used. If there is a question as to whether a photo or graphic is copyrighted, send a copyright permission form to the entity or person who generated the image. In general, you should assume that all images are copyrighted unless the generator of the image explicitly indicates that the image is copyright free.
- General information on the school web page is available for copying by the public. Student work, however, is copyrighted material and may not be knowingly reproduced or copied without written permission by the student.
- School Webmasters shall use good judgment in creating web pages, carefully considering the placement of graphics or backgrounds that would inhibit or frustrate users or slow down the district’s web server.

School Webpage Content

Required pages

Information to be included

Home or Index Page

School Name
Address
Phone/Fax Numbers
Email link or link to contact form for school webmaster or principal
Optional: Date last updated.

Information

School Name
Address
Phone/Fax Numbers
Link to a map on Mapquest or other online service showing your school

Optional – written directions from a major landmark or highway may be provided.

Email or Contact form (for webmaster and/or principal)

School Mascot

School Colors

Athletic Association and/or Conference – Middle and High only

Number of students (as of 10th day)

Ethnic Breakdown of Enrollment (%)

Number of Teachers

School Board Member – link to district web page

Calendar (link to web event calendar at GCS Site)

Mission Statement (This may or may not be a link to a separate page)

School Improvement Plan (Link to SIP at district site)

School Report Card (Link to Report Card at district site)

Optional: Instructional Improvement and School Support Officer

Administration

Principal's name and biographical info

Assistant principal(s)

Email or Contact form for Principal

Optional: Message from the principal

Staff

Directory of all school personnel, e.g. administrators, teachers and classified personnel

Link from teachers names to their class websites

Parents

PTA, PTO, or PTSA officers and if possible committee members

Optional:

Booster Organizations

Online resources for parents

Aces or afterschool daycare

Students

Any of the following information would be acceptable on this page:

Student Government

Clubs and Student Organizations

Projects

Intramural Sports

Athletics

Guilford County Schools

This link will take viewers to the GCS Homepage

Strongly recommended (but not required) to be accessible from the home or index page:

Media Center

AR/RC List

Summer Reading Lists

Guidance

Contact Information for Scheduling

Scholarship Information

Suggestions for Optional Pages: These pages could be accessible from the homepage or linked from other sections at the discretion of the webmaster.

- Registration information*
- Magnet or special program information*
- Newsletter*
- Curriculum Maps*
- Achievement and Testing*
- School History*
- Links to Educational Resources (Department of Public Instruction and Standard Course of Study)*
- Athletics – to include information about all school sports and events*
- Gateway information in English and Spanish*
- Band, Chorus and /or other Organizations*
- Exceptional Children’s Department*
- ESOL Department*
- Lunch Menus*

Teacher Webpage Content
Required Pages
Home or Index Page

Information to be included:
Teacher Name
Grade(s) Subject(s) taught
Overview of the course(s) taught
Identify the school and link to school homepage

Contact
Use the Contact form template to create a contact form
(the contact page is only required for SchoolCenter participants. It will allow teachers to receive email but will not publish the teacher’s email address.)

Suggestions for Optional Pages: *These pages could be accessible from the homepage or linked from other sections at the discretion of the webmaster.*

- Course syllabi*
- Calendar of class events, field trips and /or test schedules*
- School supplies*
- Homework – Must be updated regularly*
- Projects*
- Rules*
- Grade criteria*
- Links appropriate to the curriculum*
- Photographs (in accordance with the AUP)*
- Student Work (in accordance with the AUP)*