

Hawaii Department of Education *Web 2.0 Guidelines*

Introduction

The Hawaii State Department of Education (HIDOE) does not require teachers to develop or maintain individual classroom websites or other web-based (web 2.0) applications; however, use of Web 2.0 applications or tools to improve instruction is permissible within the following guidelines.

Purpose

Web 2.0 is a general definition used to describe and define web application that facilitates participation, sharing, and collaboration on the world wide web. Some examples of Web 2.0 include social networking sites, blogs, wikis, video/photo sharing, and other interactive and collaborative sites.

The purpose of Web 2.0 applications and tools is to share what is happening in the classrooms in a timely manner. Should they choose to use such tools to create web-based sites and pages, teachers are responsible for maintaining and updating their sites to ensure the information provided is current and accurate.

Classroom sites are representative of the Hawaii State Department of Education, and therefore, all information provided is expected to meet professional standards for communication and model Hawaii Content and Performance Standards for English Language Arts and other content areas as appropriate. HIDOE classroom sites provide educational content and shall only contain information that is appropriate for public viewing.

HIDOE Recommended Web 2.0 Applications and Maintenance Responsibilities

HIDOE recommends the use of *Google Apps for Education* for the hosting of classroom websites. Additional Web 2.0 applications and tools will be reviewed and approved for support as needed. Other webhosting sites and Web 2.0 applications may be used provided the guidelines of this document are followed. However, the Office of Information Technology Services (OITS) will not provide any technical support or assistance for other web hosted sites. Limited support and assistance will be provided for Google hosted websites and other Web 2.0 applications that are recommended for use by HIDOE.

Teachers and owners of sites used for DOE purposes must complete an online site registration form via SharePoint (Username and DOE internet password required for login). The site registration form can be accessed at the following URL:

http://epm.hidoe.k12.hi.us/layouts/login_keystone.aspx?ReturnUrl=%2fETA%2f_layouts%2fFormServer.aspx%3fXsnLocation%3dhttp%253a%252f%252fepm.hidoe.k12.hi.us%252fETA%252fSite%2bRegistration%252fForms%252fSite%2bRegistration.xsn%26OpenIn%3dbrowser&XsnLocation=http%3a%2f%2fepm.hidoe.k12.hi.us%2fETA%2fSite+Registration%2fForms%2fSite+Registration.xsn&OpenIn=browser

OITS recommends that principals assign responsibility for site administration, and in most cases the school's technology coordinator is the preferred designee. In the event that a teacher separates from HIDOE employment, the classroom site shall be terminated.

Teachers are responsible for the site content and technology coordinators are responsible for technical support.

Recommended Content for a Classroom Site

All classroom sites must include:

- 1) teacher phone number and email address (include as an image and don't use text, otherwise

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- spambots can harvest the info);
- 2) a link to the school's calendar; and
- 3) a link to HIDOE's website.

The following are additional recommended content that may be included on a classroom site.

◆ **Additional Contact information**

This may include ways that students or parents can contact you. However, you may not want to include your home phone number or any personal information. We recommend using the Google Apps for Education email account for class communication.

Additional contact information may include:

- School information
- School contact preference and hours (dates and times of availability, staff schedules and calendars)
- How to set up a parent conference

◆ **Classroom information**

- Location (Room Number)
- Course Description
 - Explain what students will be learning, goals, objectives, procedures that will be used in teaching and learning, timelines, etc.*
- Syllabus
- Academic expectations and grading policy
- Classroom conduct code
- Class Rules and Guidelines
 - In this section, you can explain what materials your students need for your class and any other consistent information that students need to be successful in your class.*
- Homework and classroom assignments
 - Posting of assignments helps keep students on track. This section can also offer students help with any assignments, and serve as a depository for what students need to accomplish and a reminder of what needs to be done.*
- Handouts/Materials
 - Anything important that you hand out in class can be posted on-line.*
- Project/activity guides
- Archive of documents, files, lesson ideas, etc.

◆ **News and events**

- Upcoming events and announcements
 - This is an efficient method of communicating anything that needs to be publicized.*
- Class Calendar
- Newsletters
- Parent approval forms
- School newspaper link

◆ **Links**

- Online resources and activities for students and parents
- Your school website
- Board of Education (BOE) website

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- Your Favorite Sites
Share the education sites or student-centered sites that you visit the most.
- State and National Curriculum
This can supply curriculum information to parents. It also helps in developing credibility as a professional. Another important benefit is that you have this information.

♦ **Information for Parents**

This is information you want parents to know that can help you to achieve educational goals. It is a great way to get parents actively involved in a partnership role.

♦ **Biography**

Tell students about your academic and professional background. You can also include interests, accomplishments, etc.

♦ **Student work (with parent consent only)**

- Student products (without personally identifiable information, sensitive information, scores or marks)
- Photographs of projects (without personally identifiable information, sensitive information scores or marks)

Ensure that the content of your class site complies with this “Web 2.0 Guidelines” such as not containing private or sensitive student information in accordance with the Family Educational Rights and Privacy Act (FERPA) and Children’s Online Privacy Protection Act (COPPA); complies with copyright laws, etc.

Terms of Use

DOE sites shall include information about, or a link to, the department’s *Terms of Use* document. (<http://doe.k12.hi.us/termsfuse.pdf>)

Use of Student Names, Pictures, Original Work, and Email Addresses

Great care should be exercised in the use of photographs of students, names of students and displaying original work of students on online. Each site will use the following guidelines for publications that require personal consent and/or permissions:

- ♦ Sites may not place student names, pictures, or samples of student work (including written papers or samples of artistic expression), contact information (mailing address, phone number, or e-mail address), or biographical information on a site without the express written permission (Student Publication/Video Release Form) of the student’s parent, guardian, or the student him/herself, if s/he is 18 years of age or older.
- ♦ Written parent approval is required before student photographs may be published on classroom sites. Use the Student Publication/Video Release Form for this purpose for every student included in the photo. Photo captions shall not identify students by name or any other personally identifiable information.
- ♦ Student submissions on sites or project pages (videos, blogs, rss, podcasts, and/or discussion boards online, etc.) must be supervised and reviewed.

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- ◆ The teacher is responsible for maintaining the site content. All content must comply with classroom/school codes of conduct, HIDOE guidelines, and Hawaii State Board of Education policies.
- ◆ Personally identifiable or confidential information shall not be published on classroom sites. As they are not secure, no student attendance, grades or discipline may be posted.
- ◆ Any email address links, survey-response links, or other direct-response content should be made to HIDOE staff email addresses.

Privacy and Security of Sensitive Information

Information displayed on classroom sites shall comply with all state and federal regulations pertaining to information privacy and security, including but not limited to, the Family Educational Rights and Privacy Act (FERPA). All information pertaining to any student who has an “opt out” letter on file must be excluded from all classroom websites unless the parent/guardian/eligible student* (hereafter “Parent”) provides written consent. Professional judgment should be used at all times to ensure that the security, confidentiality and privacy of sensitive information are protected at all times.

*Age 18 or older

Examples

Classroom sites may display...	Classroom sites are restricted from displaying...
General classroom information as might be included in a classroom newsletter.	Personally identifiable information for students shall not be displayed on classroom sites.
Information related to classroom assignments in progress and the assignment due dates.	Information indicating whether individual students have met deadlines or submitted assignments.
With Parent consent, student product examples without names or assignment scores/marks. Be careful to avoid using student names in file names (e.g., JaneDoe.jpg).	Completed assignments which include student names or assignment scores/marks.
Information that allows viewers to contact the teacher, including availability during office hours.	Information that allows viewers to determine the location of specific students on any given date.
With Parent consent, classroom photos without names. Be careful to avoid using student names in file names (e.g., JaneDoe.jpg).	Classroom photos which include student names or other identifying or sensitive information, such as assignment score/mark.

The following are additional resources regarding information privacy and security regulations, policies and guidelines:

Family Educational Rights and Privacy Act (FERPA)	
Family Policy Compliance Office (FPCO)	http://www2.ed.gov/policy/gen/guid/fpco/index.html
Family Educational Rights and Privacy Act (FERPA)	http://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html
Hawaii DOE FERPA Website <i>Additional information are available to DOE employees via the “DOE Sign in” link. (Employee username and DOE internet password required).</i>	http://ferpa.k12.hi.us
Children’s Online Privacy Protection Act (COPPA)	
http://www.coppa.org/coppa.htm	

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Hawaii Board of Education (BOE) Policies	
Relevant policies include:	http://www.hawaiiboe.net/Policies/Pages/default.aspx
1110-12	Student Internet Use Policy
1200-1.19	Employee Electronic Communication and Technology Use and Access
1200-1.41	Employee, Contractor, and Volunteer Ethics and Conflict of Interest
1200-1.42	Accountability Policy
1200-2	Department of Education Data Information Availability and Access
2170	Internet Access Policy
2170.1	Internet Access Regulations
4610	Student Information and Confidential Records
6340	Commercialism
HIDOE Memos and Forms	
Website/Subsite Domain Registration Page Instructions, March 19, 2012	
Family Educational Rights and Privacy Act (FERPA) Training , March 27, 2012 <i>(latest notice as of publication of these guidelines)</i>	
Guidelines for Information Security on Desktops, Laptops, Removable Storage and Mobile Communication Devices, August 16, 2010	
General Confidentiality Notice, March 27, 2012 <i>(latest notice as of publication of these guidelines)</i>	
Acceptable User Guidelines – Network and Internet Servers	http://nssb.k12.hi.us/aup_policy.html
Student Publication/Video release Form SP/VR	http://165.248.30.40/ociss/files/studentpubvideorelease070116_downloads_93.pdf
Adult Publication/Video release Form AP/VR	http://165.248.30.40/ociss/files/adultpubvideorelease070117_downloads_94.pdf

Accessibility for Individuals with Disabilities Electronic Information Accessibility Standards

All websites that are hosted by or thru the DOE shall be accessible pursuant to the American with Disabilities Act (ADA).

The Electronic Information Accessibility Standards apply to all classroom sites.

For example,

- ◆ Provide short, simple and meaningful alternative text for all graphical features.
- ◆ Provide transcripts, descriptions or subtitles for video and audio files to assist people with visual and hearing disabilities

PDFs can be difficult or impossible to read for visually-impaired individuals using screen readers. Screen readers cannot read scanned PDFs, which in essence are pictures, as well as have limited capabilities of reading complex PDFs with images, tables, columns, etc. Therefore, PDFs on should be used cautiously and, if possible, an alternate HTML version should be used or made available for this purpose.

The *Forum Guide to Ensuring Equal Access to Education Websites*, a National Forum on Educational Statistics (NCES) publication, is available to all teachers maintaining classroom websites. The Guide can be downloaded at no cost at the NCES website (http://nces.ed.gov/forum/pub_2011807.asp).

HIDOE accessibility information and resources can be found at:

<http://doe.k12.hi.us/technology/accessibility/index.htm>

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Copyright

Site content shall adhere to all applicable and existing fair use, copyright, and intellectual property rights laws pertaining to the use of text, images, and sounds.

Sites shall include a statement of copyright when appropriate and indicate that permission has been secured when including copyrighted materials.

When creating web content, refrain from using text, graphics, or other content from another author's internet pages unless the author explicitly, in writing, states the content may be freely copied or the content falls under Fair Use guidelines. Otherwise, permission should be obtained from authors/owners of the copyrighted content.

When copying or paraphrasing information from another website, the information should be attributed to the source.

The following are additional resources regarding copyright and intellectual property rights:

Copyright and Fair Use	
HIDOE copyright information	http://doe.k12.hi.us/copyright/index.htm
Copyright and Fair Use Guidelines for Teachers	http://www.halldavidson.net/copyright_chart.pdf
U.S. Copyright Office	http://www.copyright.gov/fls/fl102.html
Intellectual Property Rights	
HIDOE Intellectual Property Rights	http://sls.k12.hi.us/IP2002/

Links to Other Websites

Website links should be tested regularly to ensure they connect to active and current content.

Links included on a classroom site should be related to classroom and curriculum content.

When including links to external/non-DOE websites, the following disclaimer should be included: "Links to other websites should not be considered an endorsement. DOE is not responsible for the content of external websites."

Use of DOE Logo

The use of the Department of Education logo on any site must have written approval prior to use. Requests must be submitted to the DOE's Office of Communication. For more information, see the "Notice of Limitation on Use of State Seals, Department of Education logo and Symbols" section in the DOE's Terms of Use (<http://doe.k12.hi.us/termsfuse.pdf>).

Use of Hawaiian Diacritical Marks

For all Hawaiian Language Immersion Programs involving students, the proper Hawaiian diacritical marks may be used.

Hawaiian fonts and keyboards can be downloaded free from the Kualono site (UH-Hilo) at: http://www.olelo.hawaii.edu/enehana/mac_osxhi.php (See links under Enehana Olelo Hawaii)

Best Practices and Tools

The following websites provide best practices and tools for building websites:

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- ◆ Maintaining and Improving Your Website
<http://www.onlinetutoringworld.com/webdesign/website.htm>
- ◆ A Teacher's Guide to School Websites
<http://fcit.usf.edu/websites/default.htm>
- ◆ How to create a website using Google Apps for Education Sites
<http://sites.google.com/site/mflynchsites/>
<http://edutraining.googleapps.com/Training-Home/module-5-sites>
- ◆ Anybrowser
A source for browser compatibility verification, link checker, site viewer, screen size test, etc.
<http://www.anybrowser.com>
- ◆ Free clipart & Gif image editor
<http://www.clipart.com/en/>
- ◆ Atomz
Add a FREE search engine to your site up to 500 pages. It also gives you the ability to see what visitors to your site are searching for.
<http://www.atomz.com/>
- ◆ How to build a website
http://www.teach-nology.com/tutorials/design_site/design_one/index.html
<http://webdevfoundations.net/5e/index.html>
- ◆ U.S. Department of Education – Requirements for Accessible Electronic and Information Technology Design
The Department of Education considers accessibility to information a priority for all employees and external customer, including individuals with disabilities.
<http://www2.ed.gov/fund/contract/apply/clibrary/software.html>
- ◆ ADA Website Compliance
<http://doe.k12.hi.us/technology/accessibility/index.htm>