

# STANDARDS AND GUIDELINES



Broward County Public Schools

# SCHOOL WEBSITES



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## **Produced by Broward County Public Schools, Public Information Office (PIO)**

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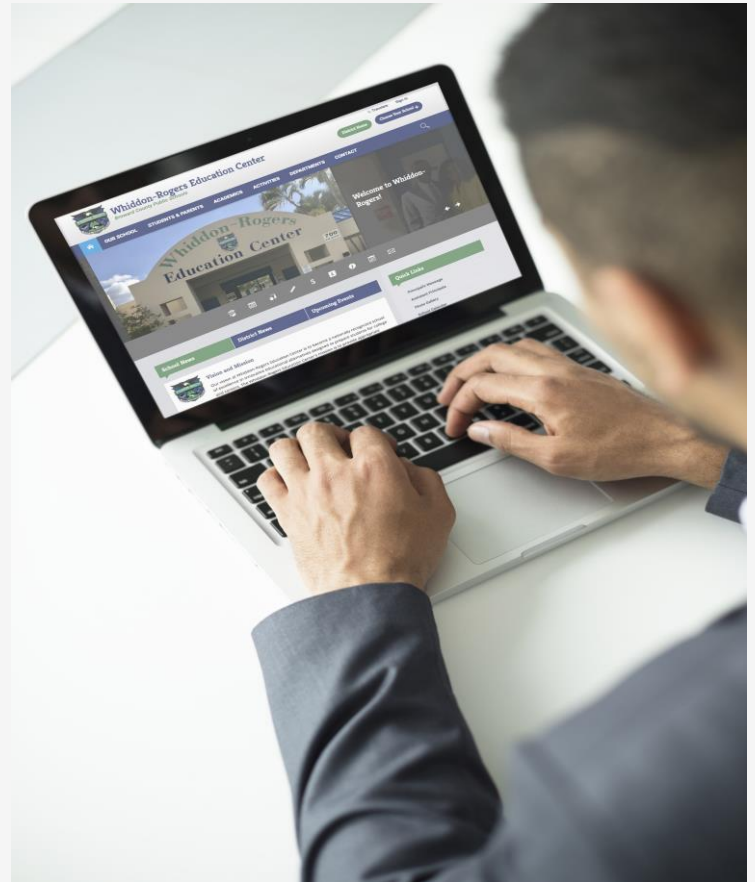
# What's Inside

## INTRODUCTION

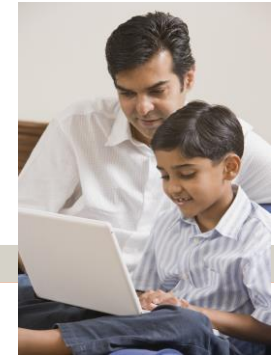
This BCPS school website standards and guidelines document is designed to assist Web Content Managers.

Information in this document is aligned to the BCPS brand standards, and intended to help build consistency across the District.

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## Website Guidelines for Schools The User Experience



**The user experience** determines the success of any website.

### **PART ONE**

Purpose  
Usability  
Timely Content  
Quality Assurance (QA)  
Content Verification  
Proofreading  
Web Analytics

**The user experience is the amount of pleasure or satisfaction a person realizes when interacting with a product, such as a website.**

*A school website is a popular way for parents and guardians, to access information 24/7.*

*School websites should be relevant, updated and accurate to ensure families are well informed about our schools and District.*



## Website Guidelines for Schools The User Experience

\*Do not use a bit.ly link as text on the website. The bit.ly link must be hyperlinked.

### Factors that influence the user experience include:

#### **Purpose**

The primary purpose of a school website is to deliver meaningful content to parents and guardians. Content should be helpful, insightful and focused on what the user expects to see.

#### **Usability**

Navigating through a website should be intuitive to the user. Logically organized information with direct pathways (few clicks) to specific content is a best practice.

#### **Timely Content**

Website users are more likely to frequently visit a website when content is updated on a regular basis. Information that is outdated will compromise the integrity of the website and can leave a less than desirable impression.

#### **Quality Assurance (QA)**

To ensure the user has confidence in a website, content must be accurate, with proper use of grammar and working links.

Web Content Managers should reference and follow the BCPS Quality Assurance Checklist, which can be accessed through the BCPS MarComm Center using the link below:

- **BCPS Quality Assurance Checklist:**  
<https://bit.ly/2LjLNds>

#### **Content Verification**

Content should be reviewed, approved and signed-off by the person requiring the information to be posted. This process will help maintain the quality and accuracy of the website. It must also be approved by the principal or principal designee.

#### **Proofreading**

It is best to have several people proofread the content. Errors are minimized when a group of people, such as faculty and volunteers, periodically review the site.

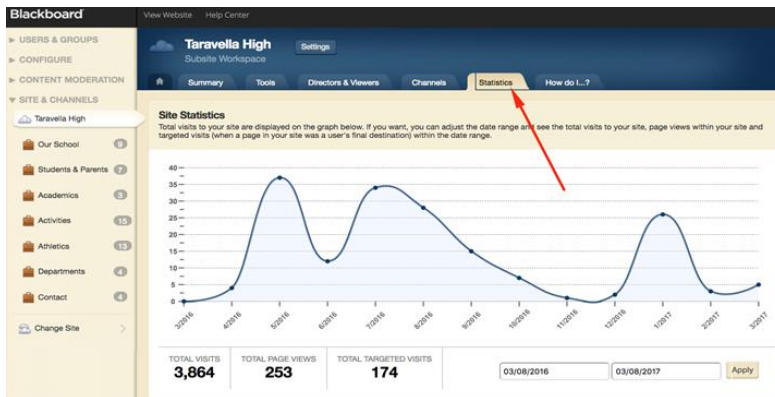


## Website Guidelines for Schools The User Experience

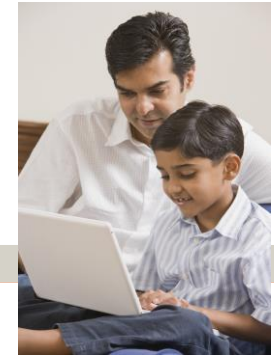
### Web Analytics

Web analytics track web traffic and reveal how frequently web pages are viewed. This information provides insight about what users value. Web analytics should be reviewed on a regular basis. Low traffic numbers could mean that the users do not value the information or the information is difficult to find on the website.

**Quick Tip** To access analytics, Web Content Managers can navigate to the main page in the **Site Manager** and select the “Statistics” tab.



## Website Guidelines for Schools Website Templates



## BCPS Approved Website Templates

### PART TWO

#### SECTION DEFINITIONS:

[Header](#)  
[Channel Bar](#)  
[Rotating Banner](#)  
[Popular Links](#)  
[Headlines and Announcements](#)  
[News and Information](#)  
[School Address & Contact Info](#)  
[Legal Notices](#)  
[Questions & Feedback](#)

*There are three BCPS approved web templates available for schools:*

- *Snapshot*
- *Atlas*
- *Euphoria*

*The following pages describe the homepage sections for each template.*



# Website Guidelines for Schools Website Templates

**IMPORTANT:** Changing from one template to another is NOT recommended, as it requires a significant amount of work for information to display properly.

The homepage has nine main sections:

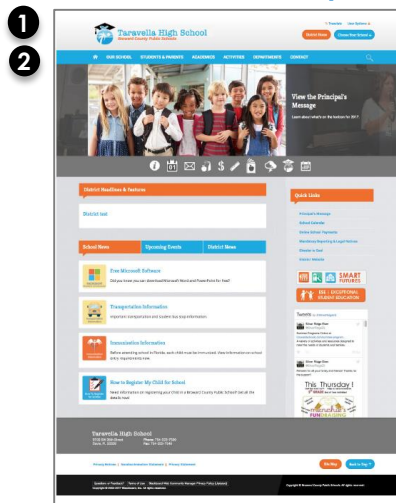
**1 Section 1. Header:** This is the top section of the website. In the upper left corner, the school name with Broward County Public Schools below, is the standard school identity format that must be maintained for all school sites. A school logo\* or the BCPS identity mark\*\* is required to the left of the school name.

**2 Section 2. Channel Bar:** This area is where major navigation categories are displayed. For example:

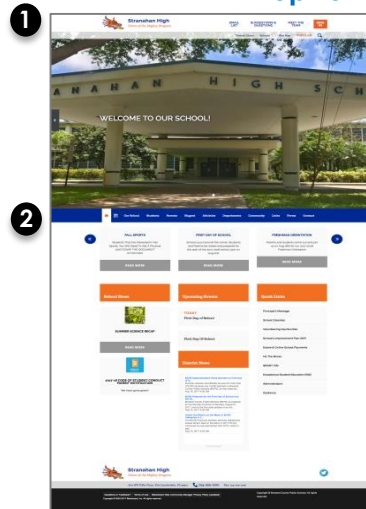
- OUR SCHOOL
- STUDENTS & PARENTS
- ACADEMICS
- ACTIVITIES
- DEPARTMENTS
- CONTACT US



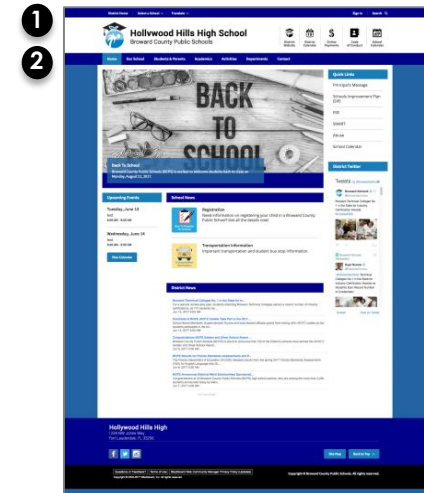
Snapshot



Euphoria



Atlas





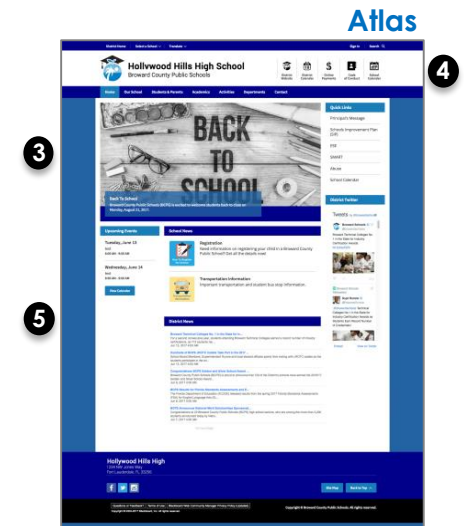
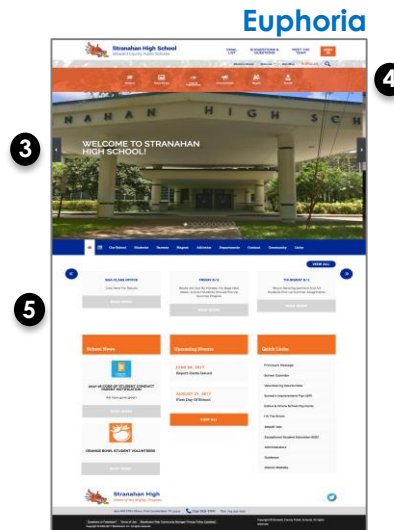
# Website Guidelines for Schools Website Templates

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**3 Section 3. Rotating Banner (Photo Gallery):**  
The rotating banner is prominently displayed as an attention grabber. Only use high-quality non-distorted images. A five image rotation is a best practice for websites. Photos in this location should show important upcoming events, special announcements and seasonal messages, and must have an associated headline.

**4 Section 4. Global Icons:** These are easy-to-access links to frequently needed information, for example Online Payments.

**5 Section 5. Headlines and Features:** This section is for special District announcements and ParentLink messages that are not emergency related. Announcements for this section are distributed by the District, or by the principal using ParentLink.



# Website Guidelines for Schools Website Templates

**IMPORTANT:** Changing from one template to another is NOT recommended, as it requires a significant amount of work for information to display properly.

**6 Section 6. News and Information:** This section is the most dynamic part of the homepage. For all three templates, there are four content sections.

### 1. School News

Display timely news and information. A maximum list of five topics is recommended.

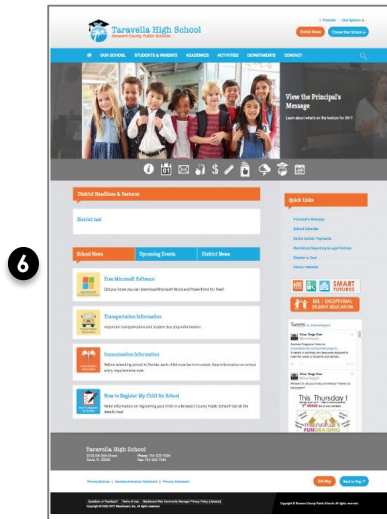
### 2. Upcoming Events (Calendar)

The website template displays the next five upcoming events on the school calendar.

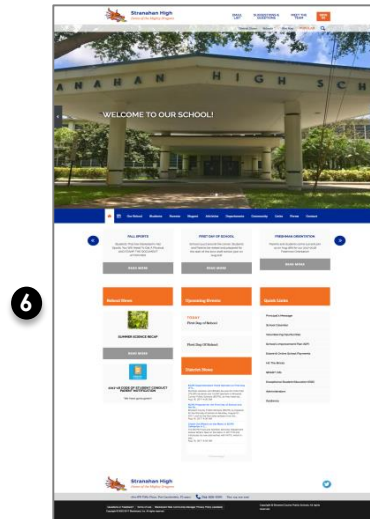
### 3. District News

This is a shared app that is maintained on the District level. *Web Content Managers do not maintain this section.*

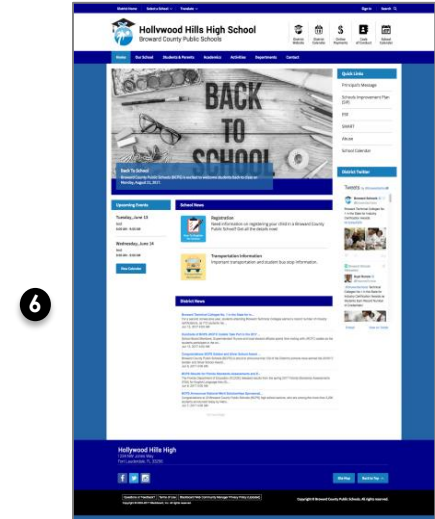
Snapshot



Euphoria



Atlas



# Website Guidelines for Schools Website Templates

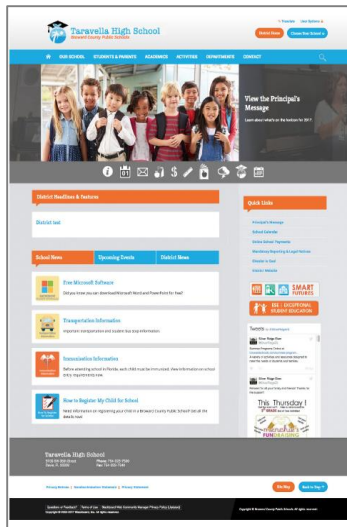
**IMPORTANT:** Changing from one template to another is NOT recommended, as it requires a significant amount of work for information to display properly.

6

## 4. Quick Links

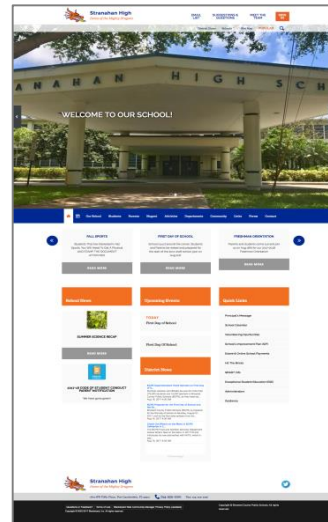
Information in this section is in a prominent position on the homepage and is an ideal location for up-to-date reports and information, for example the the Monthly SMART Update.

Snapshot



6

Euphoria



6

Atlas



6



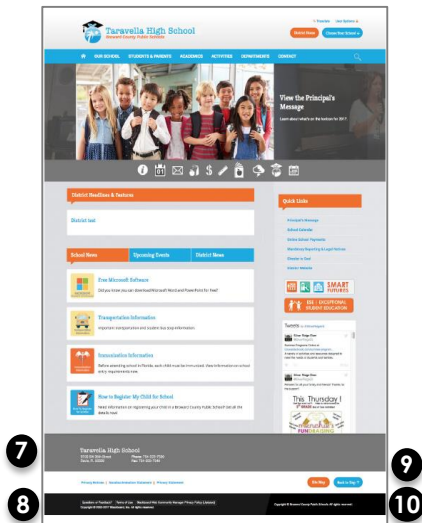
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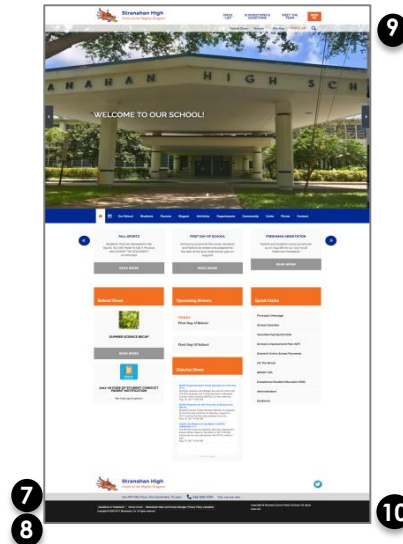
- 7 Section 7. School Address and Contact Information:** This section is strictly for the school address, phone and fax numbers, and social media links.
- 8 Section 8. Legal Notices:** This section provides links to BCPS legal information.

- 9 Section 9. Site Map:** Buttons in this section include a fixed **Site Map** and **Back to Top**, which help the user navigate the website.
- 10 Section 10. Questions and Feedback.** This section enables users to communicate with the school. By clicking on the link, the user is directed to the principal's email address or assigned contact.

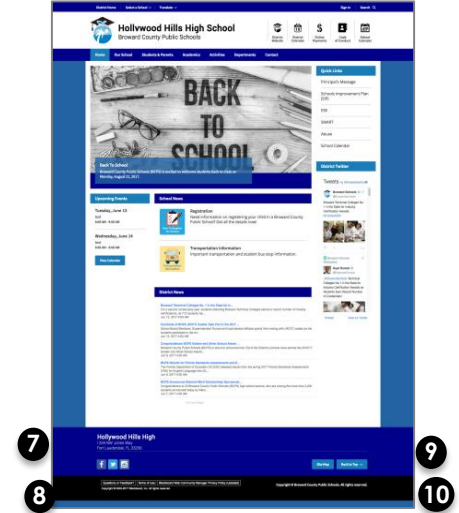
Snapshot



Euphoria



Atlas



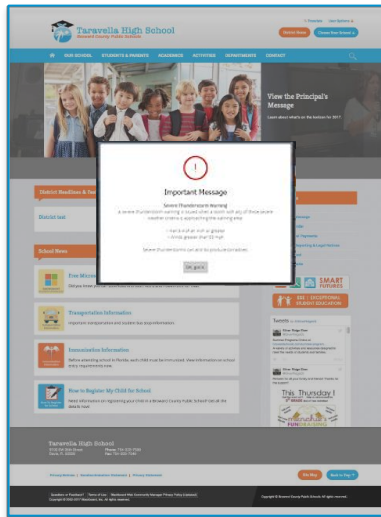
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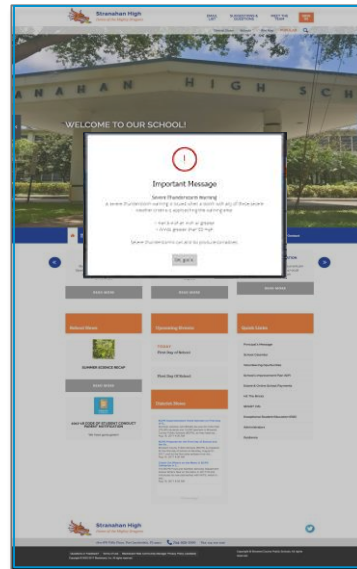
## Important Message

Important messages from the District are automatically fed to all school websites during times of emergency.

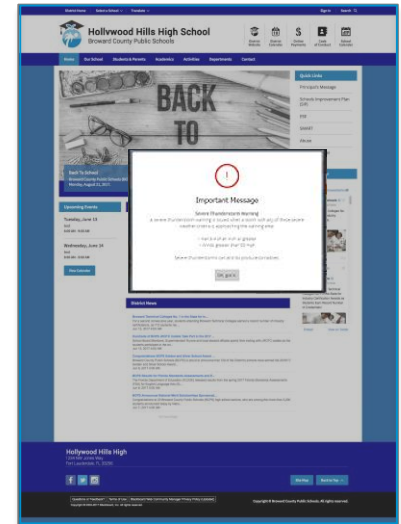
Snapshot



Euphoria



Atlas



# Website Guidelines for Schools Website Templates

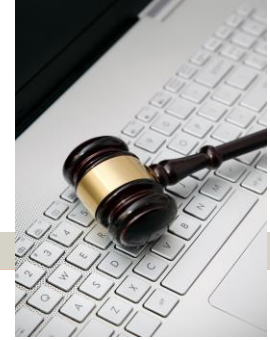
**IMPORTANT:** Changing from one template to another is NOT recommended, as it requires a significant amount of work for information to display properly.

## Important Updates

These messages are displayed as a crawl feature above the image rotator on each school website.



## Website Guidelines for Schools Required Content



**Required Content** for all school websites.

### PART THREE

#### REPORTS AND NOTICES

- [Property Inspection Reports](#)
- [Child Abuse and Misconduct](#)

#### LEGAL INFORMATION

- [BCPS Privacy Statement](#)
- [BCPS Privacy Info and Notices](#)
- [Nondiscrimination Statement](#)
- [Blackboard Terms of Use](#)
- [Blackboard Privacy Policy](#)

#### MARKETING CONTENT

- [Content by Channel](#)
- [Popular Links](#)
- [Information and News](#)

Select reports, notices and legal information are mandatory to have on every school website.

Marketing content listed in this document is required, but exceptions apply based on school grade level.



## Website Guidelines for Schools Required Content

Below are legal notices that must be posted:

### Property Inspection Report

The school's semiannual sanitation certificate and copy of its most recent sanitation inspection report must be posted in a prominent section on the website.

### Child Abuse and Misconduct

This information provides instruction on reporting child abuse and misconduct. Web Content Managers must prominently post this link to the homepage:

<https://bit.ly/2x5IVzG>





## Website Guidelines for Schools Required Content

Below is legal information incorporated into the website by the Information & Technology Department.

Statements, notices and policies are automatically placed into the template.

- **BCPS Privacy Statement**

A privacy policy is a statement that discloses some or all of the ways a party gathers, uses, discloses, and manages an individual's information.

- **BCPS Privacy Information and Notices**

These statements are dedicated to protecting the personal information of students and employees.

- **Nondiscrimination Statement**

This statement prohibits any policy or procedure, which results in discrimination on the basis of age, color, disability, gender identity, gender expression, national origin, marital status, race, religion, sex or sexual orientation.

- **Blackboard Terms of Use**

This is a disclaimer regarding the use of a website.

- **Blackboard Privacy Policy**

This is the website provider statement relating to the holding of certain information, which may be collected by Blackboard.



## Website Guidelines for Schools Required Content

### MARKETING CONTENT

Below are the main sections for every school website.

#### Channels

OUR SCHOOL    STUDENT & PARENTS    ACADEMICS  
ACTIVITIES    DEPARTMENTS    CONTACT US

#### Popular Links

DISTRICT WEBSITE    DISTRICT CALENDAR  
CODE OF CONDUCT    ONLINE SCHOOL PAYMENT

#### News and Information

SCHOOL NEWS    DISTRICT NEWS    CALENDAR



## Website Guidelines for Schools Required Content

\*Use the bit.ly links below as a hyperlink for BCPS resources, initiatives or programs.

### Channel one: OUR SCHOOL

#### Administration

**Principal's Message:** Parents and guardians want to hear from the principal; therefore, principal's message are key to the website.

Regular updates are highly recommended. Content should sound exciting and provide both current and future overviews about school news, activities and achievements.

**Quick Tip** Phrases, like "This week" should be avoided unless the principal changes the message on a weekly basis.

#### School Information

Required content includes:

- Mission Statement
- School History
- Awards

#### School Protocols

Required content includes:

- Absence Reporting
- Arrival and Dismissals
- Bell Schedule
- Dress Code
- Parent Guidebook
- Parents and Visitors
- Pick Up and Drop Off
- Student Parking (as applicable)
- Tardiness

#### District Policies

The links to District policies listed below must be included on the website.

##### Anti-bullying

<https://bit.ly/2ICPdLd>

##### Code of Student Conduct

<https://bit.ly/2IGcRq8>

##### Discipline Matrix

<https://bit.ly/2s3IW1b>



## Website Guidelines for Schools Required Content

\*Use the bit.ly links below as a hyperlink for BCPS resources, initiatives or programs.

### Channel one: OUR SCHOOL (continued)

#### Photo Gallery

This section is where a slideshow of inspiring photos that represent the school should be posted. Use attractive, inviting images that represent the school experience.

#### District Information

The following links must be included in this section:

**About Us:**

<https://bit.ly/2x5nLk2>

**Parents:**

<https://bit.ly/2GGuZKP>

**Students:**

<https://bit.ly/2lGgjBd>

**Our School Board:**

<https://bit.ly/2lIxDBq>

#### Community

This section should include links to BCPS volunteers, mentor programs and community partners. For example, below is the link to volunteers.

- **Volunteers:** <https://bit.ly/2mndyY5>

### Channel two: STUDENTS & PARENTS

#### Students

- **Single Sign On:** Provides one-stop access to most of the website applications that students use to accomplish educational needs. <https://bit.ly/2gFQnoq>



## Website Guidelines for Schools Required Content

\*Use the bit.ly links below as a hyperlink for BCPS resources, initiatives or programs.

### Channel two: STUDENTS & PARENTS (continued)

#### Parents

- **Student Registration:** The following link should be included on the website as it provides detailed information on student registration.  
<https://bit.ly/2LILvDF>
- **Before and After Care:** For schools that offer this service, the following link should be included on the website.  
<https://bit.ly/2s1jau9>
- **Summer Programs:** For schools that offer this service, the following link should be included on the website.  
<http://bit.ly/2Cwvs3X>
- **ESOL Leadership Council:** This is a Districtwide forum for Limited English Proficient (LEP) parents and interested community members to assist in identifying the educational needs and priorities of LEP students. The following link should hyperlink to:  
<https://bit.ly/2rZfWav>

- **Parent Teacher Association:** School-specific information goes here.
- **School Advisory Council:** School-specific information goes here.

Based on the school, additional organizations may apply.

#### Cafeteria Information

Provides access to school menus and the application for the free or reduced price lunch program. The following links should be included on the website.

School Menus: <http://bit.ly/2ApHCu5>

Apply for Lunch: <https://bit.ly/2NjRJUA>



## Website Guidelines for Schools Required Content

\*Use the bit.ly links below as a hyperlink for BCPS resources, initiatives or programs.

### Channel two: **STUDENTS & PARENTS** (continued)

#### Single Sign On

Provide one-stop access to most of the website applications students and parents use to accomplish educational needs. The following link must be included on the website:

<https://bit.ly/2s2ojS0>

#### Pinnacle

Provides an electronic gradebook system used by teachers to record attendance, assignments and grades for each class. Students in grades 6-12, and their parents, can access Pinnacle from the Internet to monitor student progress in their current classes. Access is password protected.

<https://bit.ly/2x3VBGe>

#### Virtual Counselor

Provides a web-based tool that enables students and parents to access current and historical student achievement data. The following link should be included on the website:

<https://bit.ly/2ls5frZ>

#### Naviance

Provides middle and high school students an online tool that connects them to future opportunities through career exploration, academic planning and college and career preparation. Middle and high schools should include the following link on the website.

<https://bit.ly/2IG5Q4X>

#### Microsoft Student Advantage

Microsoft's Student Advantage Program provides free downloads of the full version of Microsoft Office (Microsoft Word, Excel, PowerPoint, Outlook, OneNote, Publisher, Access, etc.) for all students in Broward County Public Schools.

<https://bit.ly/2KNCsKF>



## Website Guidelines for Schools Required Content

\*Use the bit.ly links below as a hyperlink for BCPS resources, initiatives or programs.

### Channel three: **ACADEMICS**

List and describe the school's curriculum. Information in this section should be supplied by the subject matter expert. A suggested layout is below:

- **Magnet Programs**

*Cambridge International Program:* This program prepares students for life after high school. Leading universities and employers around the world recognize students for their academic abilities.

### Channel four: **ACTIVITIES**

List and describe the school's activities, such as athletics, clubs and events.

Suggested layouts are below:

- **Athletics**

*Track and Field:* Offered in the spring, this athletic program is a popular choice for students who want to train for and participate in competitions.

- **Clubs**

*Chess Club:* This club is engaging for students, both intellectually and socially. The Chess Club prepares students to think strategically and compete in a fun way.

- **Events**

*Math Competition:* Every November, students are invited to participate in a rigorous math challenge that helps them appreciate math and its application to realworld situations.

### Channel five: **DEPARTMENTS**

List and describe the school's specialized departments such as the media center/library.

A suggested layout is below:

- **Media Center**

*Suggested Reading:* check out a variety of books suggested by the "Sunshine State Young Reader Award Books."

<http://bit.ly/2m3LdaM>



## Website Guidelines for Schools Required Content

### Channel six: CONTACT US

#### Contact Info

Includes: **(1)** names and email addresses of the leadership team including the principal and assistant principals, **(2)** school's main telephone number, attendance telephone number and fax number, **(3)** school address and **(4)** school hours.

#### Directions to School

Use Google maps as a solution for directions to your school. To insert a Google map, Web Content Managers can navigate to the main page in the **Site Manager** and select:

1. Tools
2. App Manager
3. Maps and Directions

#### Faculty

List contacts to assist parents and guardians with reaching key people or departments including: administration, office staff, teachers, specialists and support staff.

#### Quick Tip

Use the Schoolwires Staff Directory App to create a faculty directory.

### Popular Links

This section is where frequently visited or very important information is maintained. At a minimum, icons that must appear in this area are:

- District Website
- District Calendar
- Code of Student Conduct
- Online School Payments





## Website Guidelines for Schools Required Content

### News and Information

This section is the most dynamic part of the homepage as information changes on a frequent basis. There are four main content sections:

- **School News:** Highlight school achievements that “brag” about the school. Storytelling about students, clubs, teams, teachers and community engagement are just some of the many topics to cover.
- **District News:** The latest District news and information will automatically appear on the website.
- **Upcoming Events (Calendar):** The master school calendar is a popular web destination. The website template offers a calendar tool that supports a variety of calendar views. Keep the calendar up to date!

- **Quick Links:** Subject matter in this location is highly visible and must include important information such as:

- Child Abuse and Misconduct
- Exceptional Student Learning Support (ESLS)
- Frequently Asked Questions
- Immunization Information
- Mandatory Reporting
- Mental Health and Wellness
- Property Inspection Report
- School Registration Process
- SMART Update
- Testing
- Transportation Information

#### Quick Tip

Listing topics in alpha order is very user friendly.

Day

Week

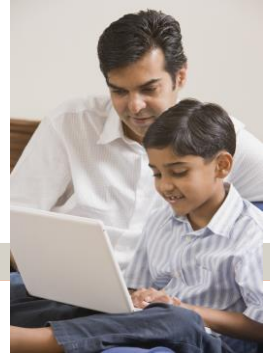
Month

List

Today



## Website Guidelines for Schools Compliance



### PART FOUR

- **ADA Compliance**
- **Copyright Infringement**
- **Media Release**
- **Advertising Policy**

*A school website must address statutory requirements and School Board policies.*

*It is very important to understand the compliance requirements on the following pages.*



## Website Guidelines for Schools Compliance

\*Use the bit.ly links below as a hyperlink for BCPS resources, initiatives or programs.

### ADA Compliance

The Americans with Disabilities Act (ADA) is a U.S. labor law that prohibits discrimination based on disability. This law ensures websites are accessible to individuals with disabilities according to the Web Content Accessibility Guideline known as WCAG 2.0 AA. Learn about ADA:

<https://www.ada.gov/>

ADA compliance is mandatory and can lead to legal consequences if not followed. Using the link below, Web Content Managers can access the BCPS MarComm Center and reference a webinar regarding ADA compliance, WAVE tool and the WCAG 2.0 A/AA Checklists. <http://bit.ly/2IMYBiC>

### Copyright Infringement

Copyright infringement is the use of copyrighted work without permission from the copyright owner. Copyright laws prohibit the reproduction, distribution or display of a copyright holder's work. Text, images and videos copied from the Internet without written consent may result in a copyright infringement. Using the link below, Web Content Managers can access the BCPS MarComm Center, which includes a photo gallery of approved images. <http://bit.ly/2mDvLhY>

### Media Release

A student media release **MUST** be signed by parent or guardian and maintained by each school before students are photographed, videotaped or interviewed for the purpose of web and social media postings.

The student media release can be found in the Code Book for Student Conduct.

### Advertising Policy

Organizations are permitted to advertise on BCPS websites if the ad(s) is approved by the school principal and is in compliance with the School Board Advertising Policy 6300. The advertising policy can be found in the MarComm Center through the link below.

<https://browardcountyschools.sharepoint.com/sites/Intranet/PIO/Pages/Web-Toolkit.aspx>



## Website Guidelines for Schools Communications Review



### Top 10 communication questions to review after drafting content.

#### **PART FIVE**

##### Communications Review

Once content is prepared, review it with key questions in mind to ensure all content is effectively communicated.



## Before posting content to the website, ask yourself the following questions:

### Communication

1. Am I communicating clearly and succinctly to my intended audience?
2. Am I representing the BCPS brand appropriately?
3. Are my facts accurate?
4. Have I triple checked spelling, grammar and punctuation?
5. Is it written in the BCPS voice — positive, aspirational, professional?
6. Does this communication incorporate the BCPS guidelines?
7. Do I have all the necessary approvals? This includes signed photo releases and approvals from supervisors and/or the Public Information Office.
8. Have I included the approved logo?
9. Have I included the appropriate contact information?
10. Have I included a mechanism for people to get more information?



### CONTACT US!

MarComm Assistance: [bcps.pio@browardschools.com](mailto:bcps.pio@browardschools.com)  
Technical Assistance: [ITservicedesk@browardschools.com](mailto:ITservicedesk@browardschools.com)

