



Lower Kuskokwim School District Standards & Protocols for School Websites

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Overview

AUDIENCE

When running school websites, keep in mind the following audiences:

- **Community:** While it is true that we live in small communities where it may seem relatively easy to spread word about events, programs, curricular changes, etc, a well maintained website can provide a more accurate, consistent location for community members to access this information. If run properly, the school website should become the first place community members check for information about school events and concerns.
- **Prospective Teachers:** Most prospective teachers, or those who have recently been hired, will seek out information about their new school online. Our goal is that all school websites reflect on their schools and communities positively yet honestly in effort of attracting teachers who are an appropriate fit for your community.
- **Others:** Many times, new reporters, special school visitors, grant committees, and other outside individuals and groups will look to your school website for accurate information about your school. For this reason, it is important that information always be current, accurate, and reflect positively on the school and community.

PURPOSE

Here are some of the top reasons it is important for schools to create and maintain current, professional, dynamic websites:

- **Basic Information:** To ensure all audiences have access to accurate, official, school-endorsed information about the school and its happenings.
- **School Pride:** Through news article posts and images, school websites are a great way showcase the variety of great things happening in your school, whether it be new instructional programs, some national award, an individual students' achievement, etc.
- **Archiving History:** Posting articles about school achievements does not only promote school pride, but also leaves an online record of those achievements and events.
- **Recruitment:** As already discussed, school websites provide an accurate and honest glimpse of the school and community in order to attract teachers who are the best fit.

Management

SCHOOL WEBSITE TEAMS

Every school must have a designated Website Team. This team should include at least two individuals. One of these individuals should be the school secretary. The other may be any other school staff member, as the principal sees fit.

Contrary to popular belief, technology skills are not the most important qualities to look for in a website team member. Important qualities to consider when assigning individuals to the website team include:

- **Knowledge of the school:** the website team member should have a thorough, well rounded sense of the school, the classes, programs, events, and students. They should have a good understanding of various aspects of school operations.
- **Communication skills:** the website team member should be able to articulate and organize ideas, announcements, and other information.
- **Public Relations Mindset:** the website team member should have a good sense of what type of school stories, events, accomplishments, and recognitions should be promoted online.

Additional school staff, or even students, may be involved in creating content for the school website. However, it is important that the website team remain a clearly defined leadership team of 2-3 members.

Website Structure and Content



Sample of the main menu as it should appear on all LKSD School Websites

STRUCTURE

LKSD strives to unify the district brand while also increasing the ease of community access to information. In order to do so, all school websites must follow the same structure, layout, and menuing. Schools that choose to provide more information than is required may do so, and add extra pages accordingly. The structure below outlines the framework within which content should fit:

- Home
- About
 - (School Name)
 - (Village Name)
 - Advisory School Board
- News
- Calendar
- *Resources (optional)*
- Staff Directory

CONTENT

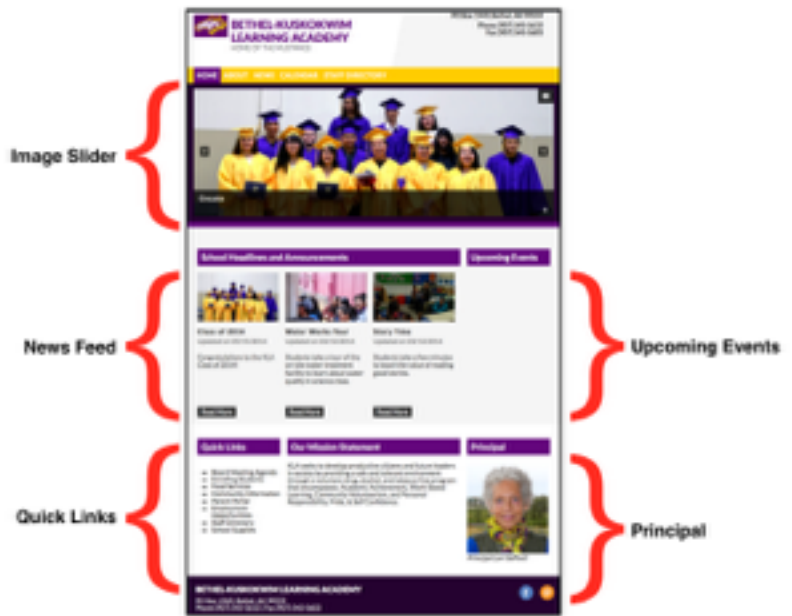
At minimum, each school website should contain these pages, organized in the structure provided above. The information below provides further information about the set standard for page content:

Home Page

Image Slider: This is manually updated on the home page. Slider Images should be 1000 x 380 px. You should have 3-8 images in your slider, and the set should serve as a diverse glimpse of your school, programs, age levels, etc.

School Headlines and Announcements: These thumbnails and blurbs are automatically fed from your “news” posts. Please see “News” page for more information.

Upcoming Events: This section is automatically fed by your site’s Google Calendar. Please see “Calendar” page for details.



Quick Links: Quick links are links to resources that frequent visitors will need most regular access to. At minimum, schools should include the following Quick Links:

- Power School (public access)
- School Calendar (link to Calendar page)
- LKSD Student Handbook
- Board Policies (boarddocs.com)
- Lower Kuskokwim School District (lkzd.org)

Mission Statement: Each school should already have a mission statement unique to its school. This mission statement should appear at the bottom of the homepage. It is highly recommended that the mission statement be posted bilingually, especially for sites in which Yugtun/Cugtun language is an instructional priority.

Principal: Use this space to feature a professional looking headshot of your school principal, as well as their name.

About Page

The about page is really just a parent page to the school and community pages. This page should remain simple, as many people will not click directly on it. Consider making it a menu page that simply directs people to the school and community pages. See the samples below for ideas:

(School Name)

This page is a sub-page of the About section. It should feature general information about your school. Please keep in mind that the more specific information you include here, the more frequently you will need to update the page contents. It is better to keep this page informative, yet rather broad.

Some topics you may consider using on this page include: location, student body size, educational approach, curriculum, typically-offered extra-curriculars, etc. Please use at least 1-3 pictures on this page!

(Village Name)

This is a sub-page of the About section. It should feature general information about the community or village your school is located in. This page, in particular, is directed towards prospective teachers. It should highlight the community positively, yet honestly. Information you may consider including on this page include: location, map, seasonal/cultural information, lifestyle, store, other community buildings, etc. Please include at least 1-3 pictures on this page!

News

Ideally, your school should post 1-3 news article posts per week. Every news article should have a featured image. These are some items you may consider posting as news articles:

Announcements	<ul style="list-style-type: none"> • Changes in bus schedules • Lunch/Breakfast menus for the week • Advertisements for upcoming events • Cancelled/postponed event details
Stories highlighting events that happened	<ul style="list-style-type: none"> • Sporting event photos & results • Extracurricular event photos & results (robotics, speech, battle of the books, spelling bee, science fair, etc.) • Photos and a written story outlining events such as family nights, potlucks, assemblies, guest speakers, school programs, etc.
Stories highlighting accomplishments of students, staff, and school.	<ul style="list-style-type: none"> • Results from events and contests • Awards and recognitions • Links to stories in the media featuring your students or staff.
Special, weekly publications	<ul style="list-style-type: none"> • Throwback Thursday (share an old photo or memory from your school's past) • High Five Friday (give a shout-out to a student, teacher, or community member who did something awesome this week) • Word of the Week (post a word, its definition, and example of its use each week)

Calendar

The calendar page is automatically fed from your school’s Google Cal. Each school will be set up with a generic Google Calendar account intended for the specific purpose of publishing to the school website.

It is important to include specific details when creating new events on the Google Calendar. Make sure to name the events with an appropriate title that the public will understand. Use the calendar to identify time and location, as well. Providing additional detail in the “details” section will allow the public to click on the even and learn more about it.

Resources & Student Activities

These tabs are optional:

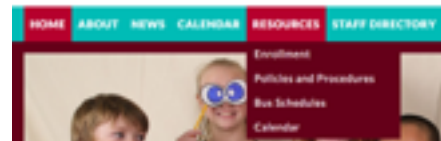
Resources: Some schools choose to use the resource tab as a location for parents and community to access additional information and resources. If your school chooses to post more information online than the required minimum, you may choose to post it under the “resources” page. Some resource examples include:

- Information about Instructional models
- Links to online learning tools
- Links to Yup’ik e-books
- Enrollment information
- Policies and procedures
- Bus schedules

Student Activities: Other Schools wish to provide a more extensive glimpse into the variety of student activities they provide. Please note, the Student Activities tab is not the appropriate place to add updates about events and results. If your school chooses to provide information about student activities, this section is for general information, not specific to any one given season or event.



Akiuk's "resource" pages



Gladys Jung's "resource" pages



Napaskiak's "Student Activities" pages

Staff Directory

The staff directory is automatically fed by each individual’s website account. Each staff member is able to sign into their website account using their LKSD google username and password. Once signed into their website account, they can update their profile to include a professional photo and current information about their job title, responsibilities, and basic bio info. Their profile information will automatically feed into the school staff directory based on the groups they belong to on LKSD Google email system (IE: All Nunap staff from the Nunap email list will filter into the staff directory page on their school site).

Parent Permission for Online Presence

It is important that no student images, work, or information be posted online unless that students’ parent(s) or guardian(s) have provided permission. All school should distribute and collect Parent Media

Release forms for each student at the beginning of each school year. If a parent chooses to not give consent for their child's work or image, then it is the responsibility of the school staff to ensure that that child's image and work not appear online.