

REVISED GUIDELINE - VOL. 31, NO. 1

WEB-CONTENT AND FUNCTIONALITY SPECIFICATIONS

This guideline will apply to all web content hosted, posted or offered on the Board's servers, whether created by staff, students, or contracted third parties or open sources. The Superintendent or his/her designee retains final editorial authority over all content placed on the Board's servers or District-affiliated servers and displayed on the Board's website(s). The Superintendent or his/her designee has the right to remove pages or links from any web page based upon his/her determination of inappropriate content or that the content does not meet the accessibility standards identified in this guideline. The District makes no assurances to any content or open source software that is hosted, posted or offered on the District's website(s) by an individual or entity outside the control of the District.

The District's website(s) serve(s) as instructional, communication, and public relations tools. The web pages aim to provide timely, supportive and educational information to students, parents, staff, and the community. The website(s) are created in order to facilitate access to a wide variety of rich media and educational resources that directly support student achievement, professional development, and organizational effectiveness.

The District strives to deliver a website(s) that is responsive on all devices.

Website Accessibility

The District's website(s) operate(s) in compliance with Federal and State law. As such, the District is committed to providing individuals with disabilities with an opportunity equal to that of their nondisabled peers to participate in the District's programs, benefits, and services, including those delivered through electronic and information technology. To this end, the Website Accessibility Coordinator is charged with verifying the District's website(s) allow(s) persons with disabilities to acquire the same information, engage in the same interactions, and enjoy the same benefits and services within the same timeframe as their nondisabled peers, with substantially equivalent ease of use, not be excluded from participation in, denied the benefits of, or otherwise be subjected to discrimination in any District programs, services, and activities delivered online, as required by Federal and State law, and receive effective communication with District programs, services, and activities delivered online.

The District measures the accessibility of online content and functionality according to the World Wide Web Consortiums (W3C's) Web Content Accessibility Guidelines (WCAG) 2.0, Level AA and the Web Accessibility Initiative Accessible Rich Internet Applications Suite (WAI-ARIA) 1.0 for web content (Benchmarks for Measuring Accessibility), which are incorporated by reference. The District will continue to use these standards unless and until the Federal regulations and the law relative to the applicable standards change.

All new, newly-added and modified web content and functionality must be accessible to individuals with disabilities except where doing so would impose a fundamental alteration or undue burden. This provision also applies to the District's online content and functionality developed by, maintained by, or offered through a third-party vendor or through the use of open sources. District administrators and staff must ensure that any online content developed by third parties that the District chooses to make available on its website(s) is accessible, except where doing so would impose a fundamental alteration or undue burden.

When the fundamental alteration or undue burden defense applies, the District will provide equally effective alternate access. In providing an equally effective alternate access, the District will take any actions that do not result in a fundamental alteration or undue financial and administrative burden, but nevertheless provide that, to the maximum extent possible, individuals with disabilities receive the same benefits or services as their nondisabled peers. That said, alternatives are not required to produce the identical result or level of achievement for persons with and without disabilities, but must afford persons with disabilities an equal opportunity to obtain the same result, to gain the same benefit, or to reach the same level of achievement, in the most integrated setting appropriate to the person's need.

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The District's website will include on its home page and throughout the website (including all subordinate pages and sites), a Notice to persons with disabilities regarding how to request the webmaster or other appropriate person to provide access to (or notify the District regarding) content or functionality that is currently inaccessible. The Notice will also be to report violations of the technical standards for website accessibility. The Notice will also include information or an accessible link to information instructing individuals with disabilities how to file more formal complaints under the District's Section 504/Title II Grievance Procedures.

The District Website Accessibility Coordinator is:

Jessica Stilger
Communications Supervisor
14700 W. Lincoln
Oak Park, MI 48237
248-837-8095
jstilger@berkleyschools.org

The Website Accessibility Coordinator will set up a system to routinely audit/test the accessibility of all web content and functionality as measured by Benchmarks for Measuring Accessibility adopted by the District. The purpose of the audit/test is to identify any web content or functionality that is inaccessible to persons with disabilities. The person/entity who conducts the audit/test shall report to the Superintendent or his/her designee the results of the audit/test so that appropriate action can be taken to address any inaccessibility. The audit/test shall include the District's home page, all subordinate pages, and School intranet pages and sites, and all documented issues shall be remediated within a reasonable period of time. Any inaccessibility issues identified through the audit/test will be documented, evaluated and, if necessary, remediated under the direction of the Superintendent or his/her designee within a reasonable period of time.

The District will provide annually website accessibility training to all appropriate personnel, including, but not limited to: content developers, webmasters, procurement officials, and all others responsible for developing, loading, maintaining, or auditing web content and functionality on the District's web accessibility policy.

Individuals responsible for designing, developing and producing web content are expected to create web pages and sites that comply with the web accessibility standards adopted by the District which make the information and content on the District's website accessible to persons with disabilities.

Intellectual Property

- A. All web-site authors must follow all applicable and existing copyright laws pertaining to the use of text, images, sounds, and hyperlinks to other web sites/pages.
- B. The Board retains proprietary rights to web sites/pages hosted on its servers, absent written authorization to the contrary.

Use of Student Names, Pictures, Original Work, and E-mail Addresses

- A. The Board permits the use of photographs of students, names of students, and displaying original work of students on web sites in accordance with the following guidelines:
- B. Last names of students and students' e-mail addresses should never be used.
- C. Original work by students such as art work, poetry, essays, performances, etc. may be placed on the web site only after the appropriate release form has been signed by the parents or guardians.

Prohibited Uses

Under no circumstances may a web page hosted on the Board's servers be used for political lobbying, or to provide financial gains for any individual. Included in this prohibition is the fact no web pages contained on the District's website may:

- A. include statements or other items that support or oppose a candidate for public office; the investigation, prosecution, or recall of a public official; or passage of a tax levy or bond issue;
- B. link to a website of another organization if the other website includes statements or other items referenced in A. above;

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- C. communicate information that supports or opposes any labor organization or any action by, on behalf of, or against any labor organization;
- D. include defamatory, libelous, or obscene matter;
- E. promote alcoholic beverages, cigarettes or other tobacco products, or any illegal product, service, or activity;
- F. promote illegal discrimination on the basis of race, sex, color, religion, national origin, disability, age or ancestry.

Additionally, no web pages may contain obscene, profane, vulgar, sexually explicit, defamatory, harassing or abusive language, or be utilized to intimidate or bully another person.

Content for the District's Website(s)

All subject matter on web pages must relate to curriculum, instruction, school authorized activities, general information, supporting student safety, growth and learning, or public information of interest to community members.

Website/Page Evaluation

Before releasing or publishing a website/page, the District Webmaster may conduct a website/page evaluation to assess the following criteria: age appropriateness (appealing and readable); content (relevant, accurate, complete, objective, current, clear and concise, informative, appropriate, links working); intellectual property issues (sources cited; sponsoring organization identified [i.e. class, school, activity]; releases obtained); format (accessible, navigation, searchable, functional/useable, download speed, pages dated as to creation/updated).

The Website Accessibility Coordinator may also assess the web pages/site's accessibility to ensure that the website/page meets the web accessibility standards adopted by the District.

Disclaimers

Links: "The Berkley School District makes every effort to verify that all links are operational and all information is accurate, appropriate and of high quality. The District expects that these standards are met. The viability of links that are not created through our District cannot be guaranteed."

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Domain Name and Copyright: "The District has registered its domain name(s) for the purpose of exclusive Internet identification. The District asserts copyright, trademark and/or other intellectual property rights in its domain name, district identification, district logo, and all content on the District's website(s). All rights are reserved. Outside parties, including parents, patrons, or outside organizations may not use District and/or school domain names in connection with the publication of web content. Under no circumstances shall any party use District and/or school domain names to promote political issues, causes or candidates."

General Disclaimer: "Information provided on the website carries no express or implied warranties as to accuracy, timeliness, or appropriateness for a particular purpose; in addition, the Board disclaims owner responsibility for content errors, omissions or infringing material, and disclaims owner liability for damages associated with user reliance on information provided at the site."

Events: "Visitors rely on information on the website at their own risk. Times and dates are subject to change and spectators or audiences are strongly encouraged to contact the school for the most recent schedule."

Examples of Disabilities and How they Affect People's Abilities to Perceive and Use Websites/Pages.

Visual Disabilities:

Blindness – People with no sight typically browse the Internet using voice output software or refreshable Braille hardware. Such devices "read" what is on the screen to the user.

Low vision – Individuals who have limited vision may use screen-enlarging software.

Color blindness – To perceive color differences on a computer monitor, individuals with color blindness need high contrast. Also, designers/developers/authors should be mindful of the forms of color blindness when choosing color schemes. Typical color blindness involves the inability to distinguish between red and green, blue and green, or blue and yellow; some people see black and white only.

Auditory Disabilities:

Deafness – People who cannot hear, experience a website/page only through its text, graphics/images and video.

Hard of hearing – Individuals with limited hearing may use sound-enhancing peripherals.

Physical/Motor Disabilities:

People with physical disabilities or limited fine motor skills may have difficulty with the following computer-related tasks:

- Detailed manipulation of input devices such as a mouse or roller ball.
- Holding down multiple keyboard keys simultaneously.

Cognitive/Language Disabilities:

Typical problems for people who have cognitive disabilities or disabilities that affect their language skills include the following:

- Difficulty with spatial reasoning and/or visualization skills.
- Difficulty reading and/or understanding written text (e.g. persons with dyslexia).

Persons wanting to learn more about web accessibility standards and guidelines should consult the following Internet sources:

The Access Board (www.access-board.gov) - Federal agency dedicated to accessible design.

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World Wide Web Consortium (www.w3.org) – organization developed "Web Content Accessibility Guidelines (WCAG) 2.0" and the "Web Accessibility Initiative Accessible Rich Internet Applications Suite (WAI-ARIA) 1.0."

Students, prospective students, employees, guests and visitors may report any concerns about the District's web accessibility technical standards or report any violations of the standards by contacting the District's Web Accessibility Coordinator. A formal complaint regarding violations of the District's web accessibility technical standards may also be filed through the District's Section 504/Title II Grievance Procedures. Any persons wishing to file a formal complaint pursuant to the District's Section 504/Title II Grievance Procedures should contact the District's 504 Compliance officer(s).

The Board designates the following individual(s) to serve as the District's 504 Compliance Officer(s)/ADA Coordinator(s).

Male Compliance Officer

Chris Sandoval
Director of Schools
and Human Resources
14700 W Lincoln
Oak Park, MI 48237

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Female Compliance Officer

Heather Lackey
Director of Student Services
14700 W Lincoln
Oak Park, MI 48237

248-837-8054
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