



**Expect great things.**

Pittsburgh Public Schools  
**Standard Operating Procedure**

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**External Website / Content Guidelines**

Office of Information and Technology

OIT-004

## External Website Services and Management Norms

### Overview

The contents of the Pittsburgh Public Schools (PPS) external, public-facing website can be roughly grouped into five categories:

1. **PPS District Webpage**, the remaining, extensive content, the display and content of which is coordinated by Ebony Pugh and the various business process owners responsible for content development.
2. **Discover PPS**, which is a collaborative effort managed by the Discover PPS steering committee.
3. **Data Dashboards**, which is a collaborative effort managed by the Public Facing Dashboards steering committee.
4. **Board Docs**, which is used to manage all documents related to the board of directors' meetings.
5. **The Strategic Plan**, a website that outlines all aspects of the Superintendent's strategic plan.

The District External Website Services and Management Expectations document provides guidance to district staff on the management of the Pittsburgh Public Schools (PPS) website (<https://www.pghschools.org/>) and all other official site addresses including school and staff pages.

### Requesting an External Facing Webpage on the PPS District Webpage

- Departments that are interested in creating a page on the PPS external website, contact [webmaster@pghschools.org](mailto:webmaster@pghschools.org) with your department and the elected page manager that will maintain the website.
- Content will be the responsibility of the department and department page manager. The web manager will aid in the creation, editing, training, and publishing of the department page, however all future updates and management must be done by the elected department page manager and follow content standards.
- Ad Hoc special page requests to [www.pghschools.org](http://www.pghschools.org) and [discoverpps.org](http://discoverpps.org) can be made on a case by case basis, and should be emailed to [webmaster@pghschools.org](mailto:webmaster@pghschools.org).

### Content Standards

- **Official Site:** [www.pghschools.org](http://www.pghschools.org) is the official Pittsburgh Public Schools web site address. Any sites outside of the PPS URLs are not recognized as official.
- **Program/Department/School/Teacher Sites:** All staff requiring a web site will be provided an official PPS web site and/or dedicated pages. These pages/sites will be considered the only official sites for any district concerns.
- **Subject Matter:** All subject matter on school district web pages and their links must relate to curriculum and instruction, school-authorized activities, or information about the district

or its mission. Staff or student work may be published only as it relates to a class project, course, or other school-related activity.

- **Content Approval:** Each Site Administrator/Principal has ultimate responsibility and accountability for the content on his/her web site. Site Administrators must clearly establish written content approval processes with Webmasters and all Content Managers. Schools and programs may choose to designate one person to handle this review function, or to charge each sponsor with responsibility for his/her work. In either situation, the building or program administrator has ultimate responsibility and accountability.
- **Templates:** Web Sites will follow established page templates and district graphic standards.
- **Quality:** All work should be free of spelling and grammatical errors. On the rare occasion student work may justifiably contain spelling or grammatical errors, it should carry an explanation, such as These authentic samples of student work may contain spelling and/or grammar errors consistent with the development levels of the students.
- **Appropriateness:** Documents may not contain objectionable material or point directly to objectionable material. The District Web Team has overall responsibility for monitoring the appropriateness of web publishing.
- **Links to Sites Outside of the Pittsburgh Public Schools' Web Sites:** The Pittsburgh Public Schools' Web Content Management System provides ample opportunities for content in all classes, curriculum, programs, services and departments. Additionally, the PPS Web Site (<https://discoverpps.org>) provides sites or sections of sites for Parent School Community Council (PSCC) and for individual School PTO/PTA's. Administrators/Content Managers are responsible for content on the official PPS Web Site/s ONLY (See below for authorized PPS URL's) and will not be expected to maintain/oversee content on any PPS related or affiliated sites. For these reasons, links to any sites that may be or seem to be related to, but are not run by, a PPS school, program, service, event, curricula, etc. are discouraged. Exceptions may be made on a case by case basis with the following requirements:
  - Links to the following external Web Sites (sites not on a PPS server) are appropriate:
    - Sites that have an educational purpose and that meet the standards for instructional materials used by the school system: i.e. Student Learning Applications ([www.pghschools.org/studentresources](http://www.pghschools.org/studentresources))
    - Information about youth activities, agencies, or organizations which are known to be nonsectarian, exclusively devoted to community interests or child welfare, are non-profit and non-discriminatory.
  - Links to 'PPS-related' Sites
    - These are web sites that are not part of the PPS authorized URLs, nor are they administered by the Pittsburgh Public Schools, but may be or may seem to be related in some way to programs, services, events, curriculum, and/or departments of the PPS – through a PTA, a Booster Club, etc. These sites and their content are not the responsibility of PPS content managers as defined below.
    - The related site must contain the following disclaimer on each of its pages:

- “This site and its content is not officially affiliated with the Pittsburgh Public Schools (PPS) and the PPS are not responsible for any of the content, images, programs, events, and/or activities, etc. contained within this URL.”

### **Disclaimer/Links to Any Outside Web Sites:**

- Authorized Content Managers may link to outside organizations that support teaching and learning. The District cannot be held responsible for content on any site other than on official and authorized URLs of the Pittsburgh Public Schools. When you link to another site, you are no longer on the Pittsburgh Public Schools Web Site and this Web Site Use and Publishing Procedure does not apply.

Authorized Pittsburgh Public Schools URLs include: [www.pghschools.org](http://www.pghschools.org), <https://pps.k12.pa.us>, [www.pghboe.net](http://www.pghboe.net), and [www.discoverpps.org](http://www.discoverpps.org), and others as developed.

### **Student Records and Confidentiality**

- Web publishing must follow all pertinent statutes, policies and procedures in regard to student records and confidentiality.
- Using student pictures on the Pittsburgh Public Schools website promotes learning, collaboration and provides an opportunity to share the achievements of students. However, safety of students is a priority.
- Each year families are asked to fill out a photo release form, wherein they are informed that their child’s image, name, work product and school may be used and or published on the Pittsburgh Public Schools internet sites, publications, brochures, newsletters, social media sites, videos, and calendar used for professional development or educational purposes and/or for internal and external promotion of the Pittsburgh Public Schools.
- Students are not paid or compensated by the District or any person/entity in any way for use of their image, likeness or commentary. Authorization grants the District rights to use of the material in perpetuity.
- Parents may opt out of any use of image/student work by indicating their wishes on the Photo Release Agreement re-signed at the beginning of each school year.

### **Copyright**

- Web publishing must follow all pertinent statutes, policies and procedures.
- All Pittsburgh Public Schools web pages, including those that contain student work, must link to the following copyright notice: Copyright Notice No materials on any of the Pittsburgh Public Schools’ WWW pages may be copied without express written permission unless permission is clearly stated on the page. If the school or program would like to grant limited permission to use and copy, please indicate by using the following sentence: Schools

and non-profit organizations may copy and make use of these materials within their own school districts or may republish the pages on their Web sites provided that a clear notice of source is included on the Web page.

- Re-publishing of a graphic or a text file that is copyright protected, must be accompanied by appropriate permissions granted by producer and a notice at the bottom of the page crediting the original producer.
- While the “fair use” rules governing student reports in classrooms are less stringent and permit limited use of graphics and text, staff members and students with questions regarding these guidelines are advised to check with the library media specialist in the building before proceeding with the collection of images and/or text. Many of the “fair use” guidelines do not apply to web publishing.
- Purchased clip art collections usually contain some form of agreement outlining any requirements about printing credit lines on any documents which include graphics from the collection. The best advice is to read and follow the stipulations within the agreement.

Source for copyright guidelines: Bellingham Public Schools

### **Design and Technical Standards**

- Design and technical standards for the Pittsburgh Public Schools Web Site have been established and must be adhered to in the interest of maintaining a consistent identity, professional appearance, and ease of use and maintenance.
- Graphic Standards can be found on the Communications Department Sharepoint site. Also found here, <https://mypps.sharepoint.com/communications/Pages/graphic-standards.aspx>
- Each web page added to the district/school web site must coordinate with the established format.
- Pages are not permitted to be published until complete and may not contain any “dead” links.
- All web page links must be tested regularly for accuracy and operability.
- The district website directory structure will be determined by the District Web Manager.
- Access passwords are personal and should not be shared with any other administrators, teachers, principals, secretaries, students as authorized sponsors, webmasters, and school administrators assume responsibility for all content, security, copyright and technical standards.

## Roles and Responsibilities

			<b>Responsible</b> <i>Who makes the decisions about this process (policy maker)?</i>	<b>Functional Support Point of Contact</b> <i>Who is responsible for the accuracy of this information within the system?</i>	<b>Structural Support Point of Contact</b> <i>Who makes sure the system works?</i>	<b>Frequency</b> <i>How often the process is done</i>
<b>Sub-Category</b>	<b>Description</b>					
<b>1.0 Discover PPS</b>						
1.1	Discover PPS Home	Discover Spotlight (slideshow)	Ebony Pugh	Face Coordinators	Kristen Whitlinger	As needed
1.2	Discover PPS Home	Discover PPS text	Ebony Pugh	Ebony Pugh	Kristen Whitlinger	As needed
1.3	Discover PPS Home	School Search	Ebony Pugh	Lorraine Marnet	Kristen Whitlinger	As needed
1.4	Discover PPS Home	Staff Search	Ebony Pugh	Mary Hostenske	Kristen Whitlinger	As needed
1.5	Discover PPS Home	School Configuration	Office of School Performance		Kristen Whitlinger	As needed
1.6	Discover PPS Home	School Name	Office of School Performance		Kristen Whitlinger	As needed
1.7	Discover PPS Home	Early Childhood School Name	Carol Barone-Martin	Carol Barone-Martin	Kristen Whitlinger	As needed
1.8	Selected School Home Page	School Description	Principals and FACE Coordinators	School Principals	Kristen Whitlinger	As needed
1.9	Selected School Home Page	School Spotlight	Face Coordinators enter- Lenell or Kristen Whitlinger approve	School Principals	Kristen Whitlinger	As needed
1.10	Selected School Home Page	Additional Educational Services	FACE Coordinators review for updates - Kristen Whitlinger enters	School Principals	Kristen Whitlinger	As needed
1.11	About Our School	Hours	Office of School Performance	School Principals	Kristen Whitlinger	As needed
1.12	About Our School	Student Enrollment	Carol Jessep	Carol Jessep	Kristen Whitlinger	As needed
1.13	About Our School	Accessibility	Pam Capretta/Special Ed dept.	School Principals	Kristen Whitlinger	As needed

			<b>Responsible</b> <i>Who makes the decisions about this process (policy maker)?</i>	<b>Functional Support Point of Contact</b> <i>Who is responsible for the accuracy of this information within the system?</i>	<b>Structural Support Point of Contact</b> <i>Who makes sure the system works?</i>	<b>Frequency</b> <i>How often the process is done</i>
	<b>Sub-Category</b>	<b>Description</b>				
1.14	About Our School	PPS District #	Laura Getty		Kristen Whitlinger	As needed
1.15	About Our School	School Colors	Principals and FACE Coordinators	School Principals	Kristen Whitlinger	As needed
1.16	About Our School	Uniform	Principals and FACE Coordinators	School Principals	Kristen Whitlinger	As needed
1.17	About Our School	Mascot	Principals and FACE Coordinators	School Principals	Kristen Whitlinger	As needed
1.18	About Our School	Phone	Office of School Performance	School Principals	Kristen Whitlinger	As needed
1.19	About Our School	Fax	Office of School Performance	School Principals	Kristen Whitlinger	As needed
1.20	About Our School	Facilities	Pam Capretta	Mike McNamara	Kristen Whitlinger	As needed
1.21	Enrollment Data	Enrollment Data- Demographics	Carol Jessep	Carol Jessep	Kristen Whitlinger	As needed
1.22	Enrollment Data	Enrollment Data- Economically Disadvantaged	Carol Jessep	Carol Jessep	Kristen Whitlinger	As needed
1.23	Enrollment Data	Enrollment Data- Total Budget	Ron Joseph		Kristen Whitlinger	As needed
1.24	Enrollment Data	Enrollment Data- Title 1 Budget	Ron Joseph	Tamiya Larkin	Kristen Whitlinger	As needed
1.25	Enrollment Data	Enrollment Data- Title 1 Percentage	Ron Joseph	Tamiya Larkin	Kristen Whitlinger	As needed
1.26	Enrollment Data	Enrollment Data- Definitions	Tamiya Larkin	Tamiya Larkin	Kristen Whitlinger	As needed
1.27	Staff	Staff	Robert Harris	Mary Hostenske	Kristen Whitlinger	As needed

				<b>Functional Support Point of Contact</b> <i>Who is responsible for the accuracy of this information within the system?</i>	<b>Structural Support Point of Contact</b> <i>Who makes sure the system works?</i>	<b>Frequency</b> <i>How often the process is done</i>
	<b>Sub-Category</b>	<b>Description</b>	<b>Responsible</b> <i>Who makes the decisions about this process (policy maker)?</i>			
1.28	Calendar	Calendar	Lenell Reid	Principals and FACE Coordinators	Kristen Whitlinger	Weekly during school year
1.29	Resources	Resources-General	Lenell Reid	Principals and FACE Coordinators	Kristen Whitlinger	Weekly during school year
1.30	Resources	Resources-Handbooks	Lenell Reid	Principals and FACE Coordinators	Kristen Whitlinger	Yearly
1.31	Resources	Resources-Forms	Lenell Reid	Principals and FACE Coordinators	Kristen Whitlinger	Weekly during school year
1.32	Resources	Resources-Quick Links	Lenell Reid	Principals and FACE Coordinators	Kristen Whitlinger	As Needed
1.33	Resources	Resources-PSCC Meetings	Lenell Reid	Principals and FACE Coordinators	Kristen Whitlinger	Monthly during school year
1.34	Community	Community	Melanie Claxton	Tylor Hart	Kristen Whitlinger	As needed



## 2.0 Data Dashboards

[www.pghschools.org/dashboards](http://www.pghschools.org/dashboards)

Currently Data Dashboards only appear under the Our District -> District Data, but there are ongoing plans to incorporate them into other segments of this webpage.

			<b>Responsible</b> <i>Who makes the decisions about this process (policy maker)?</i>	<b>Functional Support Point of Contact</b> <i>Who is responsible for the accuracy of this information within the system?</i>	<b>Structural Support Point of Contact</b> <i>Who makes sure the system works?</i>	<b>Frequency</b> <i>How often the process is done</i>
<b>2.0 Data Dashboards</b>						
2.1	Office of Research and Evaluation	<i>DREA public-facing webpage</i>	Ted Dwyer			
2.2	Data Dashboards	<i>Anonymized data displayed for public consumption via Power BI frames on PPS website.</i>	Deb Friss	Steven Green	Prateek Manikonda	Monthly
2.3	Published Data Reports	<i>Internal and externally created published reports from various sources.</i>	Deb Friss	Steven Green	Steven Green	As needed
2.4	Data Requests	<i>Information on how to request district data.</i>	Deb Friss	Steven Green	Steven Green	As needed
2.5	Requests to Conduct Research	<i>Information on how to conduct research with PPS students and staff.</i>	Deb Friss	Deb Friss	Deb Friss	As needed

### 3.0 District Webpage Content

<https://www.pghschools.org/>

Sub-Category		Description	Responsible <i>Who makes the decisions about this process (policy maker)?</i>	Functional Support Point of Contact <i>Who is responsible for the accuracy of this information within the system?</i>	Structural Support Point of Contact <i>Who makes sure the system works?</i>	Frequency <i>How often the process is done</i>
<b>3.0 District Webpage Content</b>						
3.1	Our District	<i>Overall information regarding district information, leadership, and schools</i>	Ebony Pugh	There are numerous sub-pages whose content and display are coordinated by Ebony Pugh	Kristen Whitlinger	As needed
3.2	Our Programs	<i>Overall information regarding Academic and Enrichment programs</i>	Ebony Pugh	There are numerous sub-pages whose content and display are coordinated by Ebony Pugh	Kristen Whitlinger	As needed
3.3	Our Students	<i>Overall information regarding student services, resources, and college and career readiness</i>	Ebony Pugh	There are numerous sub-pages whose content and display are coordinated by Ebony Pugh	Kristen Whitlinger	As needed
3.4	Our Community	<i>Overall information regarding community relations, resources, and engagement</i>	Ebony Pugh	There are numerous sub-pages whose content and display are coordinated by Ebony Pugh	Kristen Whitlinger	As needed
3.5	PPS Schools	<i>Dropdown menu that links to Discover PPS, alphabetically displayed, including District Resources</i>	Ebony Pugh	There are numerous sub-pages whose content and display are coordinated by Ebony Pugh	Kristen Whitlinger	As needed
3.6	I would like to...	<i>Quick links to frequently requested information and resources</i>	Ebony Pugh	There are numerous sub-pages whose content and display are coordinated by Ebony Pugh	Kristen Whitlinger	As needed
3.7	Homepage Main Screen Features	<i>Large scale graphics that link to district-</i>	Ebony Pugh	There are numerous sub-	Kristen Whitlinger	As needed

Sub-Category	Description	Responsible <i>Who makes the decisions about this process (policy maker)?</i>	Functional Support Point of Contact <i>Who is responsible for the accuracy of this information within the system?</i>	Structural Support Point of Contact <i>Who makes sure the system works?</i>	Frequency <i>How often the process is done</i>	
<b>3.0 District Webpage Content</b>						
	<i>relevant stories and information</i>			pages whose content and display are coordinated by Ebony Pugh		
3.8	Find it Fast	<i>Quick links to information on careers, Moodle, staff, students, parents, news, and board docs</i>	Ebony Pugh	There are numerous sub-pages whose content and display are coordinated by Ebony Pugh	Kristen Whitlinger	As needed
3.9	Announcements	<i>District wide announcements</i>	Ebony Pugh	There are numerous sub-pages whose content and display are coordinated by Ebony Pugh	Kristen Whitlinger	As needed
3.10	Upcoming Events	<i>Linked to District Calendar</i>	Ebony Pugh	There are numerous sub-pages whose content and display are coordinated by Ebony Pugh	Kristen Whitlinger	Yearly/Updates as needed
3.11	District News	<i>District Newsfeed</i>	Ebony Pugh/Mercedes Williams	There are numerous sub-pages whose content and display are coordinated by Ebony Pugh	Kristen Whitlinger	As needed
3.12	Featured District Videos	<i>PPS Developed Videos regarding District news</i>	Ebony Pugh	There are numerous sub-pages whose content and display are coordinated by Ebony Pugh	Kristen Whitlinger	As needed
3.13	Featured Board Videos	<i>Recent School Board meetings, both public and committee meetings</i>	Ebony Pugh	There are numerous sub-pages whose content and display are coordinated by Ebony Pugh	Kristen Whitlinger	As needed

## 4.0 Board Docs

<https://www.boarddocs.com/pa/pghboe/Board.nsf/Public>

	Sub-Category	Description	Responsible Who makes the decisions about this process (policy maker)?	Functional Support Point of Contact Who is responsible for the accuracy of this information within the system?	Structural Support Point of Contact Who makes sure the system works?	Frequency How often the process is done
4.0	<b>Board Docs</b>					
4.1	Featured		Deb Willig	Deb Willig	Deb Willig	As needed
4.2	Meetings		Deb Willig	Deb Willig	Deb Willig	As needed
4.3	Policies		Deb Willig	Deb Willig	Deb Willig	As needed
4.4	Library		Deb Willig	Deb Willig	Deb Willig	As needed

## 5.0 Strategic Plan

<http://www.ppsstrategicplan.org/>

	Sub-Category	Description	Responsible Who makes the decisions about this process (policy maker)?	Functional Support Point of Contact Who is responsible for the accuracy of this information within the system?	Structural Support Point of Contact Who makes sure the system works?	Frequency How often the process is done
<b>5.0</b>	<b>Strategic Plan</b>					
5.1	Strategic Plan	<i>Overall information regarding Strategic Plan.</i>	Ebony Pugh	Ebony Pugh	Kristen Whitlinger	As needed
5.2	Launch Event	<i>Overall information regarding Strategic Plan.</i>	Ebony Pugh	Ebony Pugh	Kristen Whitlinger	As needed
5.3	90-Day Plan	<i>Overall information regarding Strategic Plan.</i>	Ebony Pugh	Ebony Pugh	Kristen Whitlinger	As needed
5.4	News	<i>Overall information regarding Strategic Plan.</i>	Ebony Pugh	Ebony Pugh	Kristen Whitlinger	As needed
5.5	District	<i>Overall information regarding Strategic Plan.</i>	Ebony Pugh	Ebony Pugh	Kristen Whitlinger	As needed

5.6	Archive	<i>Overall information regarding Strategic Plan.</i>	Ebony Pugh	Ebony Pugh	Kristen Whitlinger	As needed
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