Birdville ISD
Plan for New Web Content

Overview

The Birdville Independent School District (BISD) is committed to ensuring equal access and participation for people with disabilities, including treating people with disabilities in a way that allows them to maintain dignity and independence. We are committed to meeting the needs of people with disabilities in a timely manner. The District will do so by removing and preventing barriers to accessibility by complying with the accessibility of online content and functionality under the World Wide Web Consortium's (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.

BISD believes our students can learn and excel in a digital environment. In turn, the District realizes the importance of being dedicated to providing the most effective communication for our students, their parents and guardians. The District is supportive of keeping our families connected to learning resources outside of the classroom and using those resources as a way to keep parents involved in their student's academic livelihood.

BISD has contracted with Blackboard Content Management System to provide a comprehensive website across the District. The many pages of BISD's site provide general District information, links to learning resources, teacher information, schedules and calendars, shared files, school news, departmental and campus information, plus much more. BISD has also implemented a web governance platform to automatically scan every webpage, identify inaccessible content on a continual basis, and provide information for web editors to update pages to meet requirements.

The District has developed this web governance strategy with accessibility at the forefront. The strategy will address the following elements:

- **Overall website expectations/compliance**
- **Streamline/deletion of outdated content**
- **Use of provided templates**
- **Use of photos/videos/graphics/fonts and colors**
- **Making use of the calendar**
- **Dedicated commitment/monitoring**
- **Continued training**
- **Contact information for troubleshooting**

All BISD department and campus websites, including classroom, teacher, and program webpages ("BISD Webpages"), shall be maintained in accordance with these rules and requirements.

Expectations for Website Accessibility and Compliance

Each campus principal, or their designee, is responsible for maintaining within Blackboard those BISD Webpages over which the campus or department has control. School or staff web pages must be built and maintained using the District approved and supported content management system. The campus principal

will designate the staff member responsible for managing the campus web page under the supervision of the District Webmaster. All staff will be responsible for compliance with District rules in maintaining their web pages. Any links from a school or staff web page to sites outside the District's computer system must be educationally appropriate.

Information that is posted will be current and relevant. Any webpage not created within BISD's content management tool (Blackboard) must be vetted and approved by the District Webmaster before being posted on any campus or District website. If the appropriateness of a site is unclear, the campus or department should consult with the District's Communications Department to determine compliance.

In order to ensure that individuals can easily navigate all BISD webpages, all websites and webpages should be similar in content and layout. At a minimum, and as applicable, each campus/departmental website will relay the following information:

- Campus/Department Name [C/D]
- Welcome and/or Meet our Principal or Staff w/District Email [C]
- Departmental Staff (Names, titles, email and phone number) [D]
- Overview of Department's Responsibility [D]
- Mailing and/or Physical Addresses [C/D]
- Phone Number (Main and/or Front Line) [C/D]
- Photos (Exterior Campus) [C]
- Photos (Principal/Director) [C/D]
- News & Announcement Section [C/D]
- Links: Calendar/District Home Page [C/D]
- Social Media Icons (Linking to Campus or District social media accounts) [C/D]
- Contact Information for District Webmaster [C/D]

C = Campus Website Requirement
D = District Website Requirement

Campus home pages may contain additional information, but individualized homepage design should be kept to a minimum:

- Parent/Student Links
- News Stories/Announcements
- Upcoming Events
- Forms/Enrollment Tools
- Photo Gallery

Third party applications must comply with the same website accessibility guidelines followed by the District. Contracts with third party providers of internet content entered into by the District will include verifiable language of such commitment. The District will require either a WCAG 2.0 or VPAT document from third-party vendors to identify their level of accessibility compliance, and will only partner with vendors who provide accessible products.

Streamline/deletion of outdated content

Consistent patterns of use (templates) will help to maintain a user-friendly baseline that focuses on relevant, accessible content. Outdated, irrelevant content to be promptly deleted. Files and folders within

Blackboard should be examined monthly for obsolete material. Attention will be paid to how files are uploaded into Blackboard to avoid duplicity.

Links within a website will be clearly labeled and placed consistently throughout, allowing all readers to move seamlessly through related pages.

Time-sensitive information must be continually updated on all BISD Webpages. For example, changes to calendared dates must be managed carefully to avoid miscommunication. Scrolling marquees should be limited in use, and must be regularly updated with current information.

Use of provided templates

The District will manage the main template to be used by all campuses and departments. Campuses and departments are prohibited from altering the templates in any way, and any updates or alterations to the template will come directly from the Communications Department. The main template will include a link to a separate webpage containing the District's non-discrimination and website accessibility statement, which will read as follows:

> *BISD does not discriminate on the basis of race, color, national origin, sex, religion, disability, age, or any other basis prohibited by law in its programs, activities, or employment practices. For inquiries regarding the non-discrimination policies, contact Skip Baskerville, Associate Superintendent for Human Resources, Governance and Support Services, 817-547-5700 or skip.baskerville@birdvilleschools.net.*

> *BISD affirms its commitment to ensure that people with disabilities have an equal opportunity to access online information and functionality. For assistance accessing any online information or functionality that is currently inaccessible, contact Michelle DoPorto, District Webmaster, 817-547-5799, michelle.doporto@birdvilleschools.net. To file a formal grievance under Section 504 or Title II of the Americans with Disabilities Act, contact Skip Baskerville, Associate Superintendent for Human Resources, Governance and Support Services, 817-547-5700 or skip.baskerville@birdvilleschools.net.*

The above information will be available via a link to a "Non-Discrimination and Website Accessibility Statement" page in the footer of the District's home page and each BISD Webpage, including all subordinate pages and intranet sites owned and managed by BISD.

All BISD Webpages, content and applications must adhere to the standards of WCAG 2.0 Level AA and WAI-ARIA.

Webpage Design

Photos, videos, and other graphics can be difficult to absorb in a screen reader or other accessible device used by those with a disability. The District is committed to posting multi-media, with care to ensure readability, when necessary to the logistics of the page.

Photos and graphics must be accompanied by alternative text, unless used solely for decorative purpose and are not needed as an essential descriptor on the page. When possible, users will avoid using images of text. If a text graphic is used, it must have appropriate alternative text that includes the same text used in the graphic. Users will avoid using animated GIF files.

Existing District guidelines on use of photos/videos/graphics include:

- Unless denied by parent or guardian of a student, a student's name, photo, voice or artwork may be used on the District's website.
- Unauthorized use of copyrighted or trademarked material is prohibited.
- Official logos of the District may only be resized to maintain aspect ratio.

All videos and audio files:

- Must be evaluated for long load times and compressed when appropriate.
- Must also include closed-captioning.
- May also include a description of what is pictured in the video, if appropriate.

Guidelines with respect to font selection include:

- Avoid using white text, which is difficult to print.
- Avoid selecting specialized fonts. Use fonts identified within CSS files or basic Sans Serif fonts (Arial, Helvetic, etc.).
- Avoid color schemes or combinations that make pages difficult to read.

Using a Calendar to Communicate Events and Information

Making use of the calendar is an essential part of how the District communicates with parents, students, and across the District. The focus is to list all events, activities, and information that can be valuable externally for families and can be used as informative material for District planning.

Each campus will utilize and maintain the calendar, abiding by all guidelines regarding accessibility. Any additional content uploaded for reference into the calendar must also be accessible.

Student Web Pages

With the approval of the Director of Digital Learning, students may establish individual web pages linked to a campus or District website; however, all material presented on a student's web page must be related to the student's educational activities. The campus principal will designate the staff members responsible for supervising student compliance with District rules in maintaining student web page. Teachers are responsible for approving student content before posting on websites or social media sites. Student web pages must include the following notice: "This is a student web page. Opinions expressed on this page shall not be attributed to the District." Any links from a student's web page to sites outside the District's computer system must receive approval from the teacher, sponsor and/or principal.

Web Pages of Non-Curriculum Related Groups

In accordance with policy FNAB, and with the approval of the District Webmaster, non-curriculum related student groups may establish web pages linked to a campus or District website; however, all material presented on the web page must be related specifically to the organization's activities and include only student-produced material. The sponsor of the organization will be responsible for compliance with District rules for maintaining the web page. Web pages must include the following notice: "This is a non-curriculum related student group web page. Opinions expressed on this page shall not be attributed to the District." Any links from the web page of a non-curriculum related student group to sites outside the District's computer system must receive approval from the principal or District Webmaster.

Web Pages of Parent Organizations

With the approval of the Communications Officer or District Webmaster, non-curriculum related parent groups may establish web pages linked to a campus or District website; however, all material presented on the web page must related specifically to the organization. The sponsor of the organization will be responsible for compliance with District rules for maintaining the web page. Web pages must include the following notice: "This is a parent non-curriculum related group web page. Opinions expressed on this page shall not be attributed to the District." Any links from the web page of non-curriculum related parent organizations to sites outside the District's computer system must receive approval from the sponsor, principal, or appropriate director. [See Policy GE for additional information regarding District-affiliated school-support or booster organizations.]

Personal Web Pages

District employees, Board members, and members of the public will not be permitted to publish personal web pages using District resources.

Consent Requirements

No original work created by any District student will be posted on a web page under the District's control unless the District has received written consent from the student (and the student's parent if the student is a minor). [See District Policy FL(Exhibit)]

No personally identifiable information about a District student will be posted on a web page under the District's control unless the District has received written consent from the student's parent. An exception may be made for "directory information" as allowed by the Family Educational Rights and Privacy Act and Board Policy. [See District Policy FL]

Continual Monitoring of Website Accessibility

The District Webmaster has been designated by the District to work with campus and departmental webmasters to monitor and maintain the content and functionality of all District websites and webpages, in order to ensure continual accessibility to all individuals. The Webmaster will periodically audit District online content for accessibility or may engage an outside auditor for this purpose. Any complaints or concerns regarding the website's accessibility will be reviewed by the District and promptly addressed.

Employee Training

All staff members in the District's Communications Department have completed accessibility certification and are able and will provide accessibility training to staff annually during professional development sessions. Employees who have received and will continue to receive regular training include content developers, webmasters, procurement officials, and all others responsible for developing, loading, maintaining, or auditing web content and functionality. These employees will receive website accessibility training on an annual basis.

Campus/Department Webmasters are required to complete accessibility certification within 30 days of assuming responsibility for campus/department website. In addition, accessibility training will be provided to new employees on-boarding to the District throughout the year.

Fundamental Alteration or Undue Burden

Where corrective action would impose a fundamental alteration or undue burden, BISD will provide equally effective alternative access to the material or content in question. In doing so, BISD will take any actions that do not result in a fundamental alteration or undue financial and administrative burden in order to ensure that, to the maximum extent possible, individuals with disabilities receive the same benefits or services as their nondisabled peers. Alternate actions are not required to produce the identical result or level of achievement for persons with and without disabilities, but must afford persons with disabilities 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 needs.

Contact Information for Website Troubleshooting

For assistance or additional training on Blackboard CMS, contact your Campus/Department Webmaster or the District Webmaster.

Any variance request to procedures will be made through the Communications Officer or District Webmaster.

District Webmaster

The District has designated the following staff person as the District webmaster:

Name: _____Michelle DoPorto_____

Position: ____District Webmaster_____

Telephone: _____817-547-5799_____