



ADMINISTRATIVE MEMORANDUM

INFORMATION ON THE DISTRICT INTERNET WEBSITE (WWW.REDCLAY.K12.DE.US) | 3001.5

The Internet is a valuable resource for the District to communicate with students, parents, staff, and the community at large. Schools, departments, and staff are encouraged and in some cases required to submit information to be posted on the District Internet website.

The following types of content are posted on the District Internet website:

1. Required content: Information that must be posted as mandated by federal and state laws or regulations
2. Resource content: District information that does not change on a daily basis (e.g., school listings, school maps, staff directory)
3. Informational content: District financial information, Board information (e.g., Board meeting dates, agendas, minutes)
4. News content: News stories, upcoming events, Q&A section, and school closings

The guidelines listed below shall govern information posted on the District Internet website.

Required content and resource content will be accepted by the Web Content Specialist from the Superintendent, Assistant Superintendents, and Directors. All other submissions of required and resource content will be referred to one of the above for approval, prior to posting.

Informational content will be accepted by the Web Content Specialist from assigned designees (these vary based on the source of the information and can be staff or Board committee members) and will be posted accordingly. In most cases informational content will be archived on the District Internet website for one year.

Annually, each department having required, resource, and/or informational content posted on the District Internet website is required to complete a Content Verification and Authorization form (attached). Departments must review the information currently posted, verify that the content is current and accurate, and submit any updates to the Web Content Specialist by the date specified on the form. Depending on the nature of the information, departments may be asked to complete this form periodically throughout the school year.

News content requests should be submitted to the Public Information Officer. The Public Information Officer will review the articles for content, accuracy, and relevance. The Public Information Officer will determine which articles should be posted on the District Internet website and will send them to the Web Content Specialist. News stories will be archived on the District Internet website for one year.

Questions about the information contained in this administrative memorandum should be directed to the Assistant Superintendent.