

School web sites

- Why have one?
- Who should do it?
- Can you maintain it ?
- What should it include?
- Is it a team effort ?

<http://www.kented.org.uk/ngfl/schools/index.htm>

The screenshot shows the Kent NGfL website interface. At the top, there is a navigation bar with the Kent NGfL logo and a search box. Below this is a row of colorful buttons for various categories: Home, Kent Blog, ICT, ICT/QCA, Subjects, Software, Early ICT, Sebastian Swan, School Websites, and Games. The main content area is titled "Kent School Websites" and contains a red horizontal line. Below the line, there is a text block stating: "This is a directory of schools in Kent who have a website. Please let us know of any Kent School sites not listed. Many of the web sites are fine show cases for pupils' ICT work and achievement and contain links to the local community, village websites and online learning resources." To the right of this text is a "Report a Broken Link | Print friendly version" link. Below the text is a "Primary School Web sites" button. The bottom of the screenshot shows a "ClusterWeb" banner with the text "the Extranet for Kent's children, families and schools" and a navigation menu with categories like "Advisory Services & ICT", "Children's Services", "Clusters & Contacts", "Communication, Consultation & Forums", "Finance, Assessment & Performance", "Personnel, Training & Development", "Policy, Strategies & Guidance", "School Suppliers & Contracts", and "Services to a Wider Community". Below the banner is a "School Websites" section with a list of links and a paragraph of text: "We often get asked about using your school web site as a communication tool to reach parents, prospective parents & teaching staff. A web site can save you money on printed prospectuses and allow both parents and job seekers surfing the net for school information to find you easily. It can also act as a place to publish school events, the Governing Body and PTA details as well as provide a showcase for children's work and the things your school is proud about." Below this is another paragraph: "The Clusterweb team trains school governors about web resources for governors and this is one section of what we cover on those courses. We hope it will be useful for schools too." followed by several questions and answers: "Why have a school web site?", "What do you want to say on it?", "Who is it aimed at?", "Where you can find the materials to help you plan and execute a web site?", "Who will own and be responsible for updating it?", "What are some of the dangers you need to consider before publishing details of the school and its pupils on the World Wide Web?", and "Link to other resources".

http://www.kentrustweb.org.uk/Communication/school_websites.cfm

School web sites - a communication role

The key features of a school website:

The primary purpose of any website is to provide information.

- Calendar & contact details, location & map,
- Prospectus incl. school ethos / policies /uniform
- Ofsted report & DCFS standards site results
- Letters, News and Events
- PTA and Governors contacts point /business

Another purpose.

- Showcase examples of pupils work
- share resources for teaching within the school and with colleagues elsewhere.
- Link to learning platform and interactive areas if available so pupils , parents and staff can access resources “ the school that never sleeps”

Audience : Purpose : Plan

You need a whole school project team, which may include a mix of teachers, pupils, parents, and governors. **Not one enthusiast who may move on!**

- The creation stage will include **gathering and writing content**; agreeing a logical **structure**
- Identifying the necessary **technical requirements and resources** - **is last after content and shared planning**
- The launch and maintain stage will include publishing the site to your web space & **promoting its existence** to your intended audience
- **Commitment:** Ensuring that it remains **interesting and up-to-date** not a one off!
- **Safety issues** and implications should run across all phases of development and should be an ongoing process

Some things to think about (1)

- **Domain name** all kent schools have a domain name reserved for them at Nominet and should not use a co.uk or .org.uk one . The format for schools is www.anyprimaryschool.kent.sch.uk
this can be obtained from EIS
- **Free Hosting**
Primary schools in Kent have free hosting of their web sites if they have internet connection with either RM Internet for Learning or Kent's KCN Network. For more information please contact mandy.barrow@kent.gov.uk
- **Creating a Website with a FREE Online Tool**
Schools who have signed up for **Full Broadband, or will so in during the coming year**, through Kent, get free use of an easy-to-use online web site builder designed specifically for Kent schools. <http://www.eisite.co.uk>
- there are other companies too which charge for this service and have examples in their promotional material on their sites.

Some things to think about (2)

- **Child protection issues - Images and examples of pupil work**

Take care when using photographs of pupils on the web site. Consider using group photographs rather than photos of individual children, and never give children's names alongside photographs. If showcasing examples of pupils work consider using only their first names, rather than their full names.

Children's Safeguards Service guidance

- [Policy & Guidance for Kent Schools, Settings and KCC Services on the use of Photographic Images of Children \(updated March 2009\)](#)
- e-safety policies http://www.clusterweb.org.uk/kcn/e-safety_home.cfm

Some things to think about (3)

IMPORTANT: Safety & security

the same principles should apply to the virtual presence of a school as would be applied to its physical buildings.

So be careful about photos & plans showing the layout of the building, its alarms and locks

think about information people could use to gain access illicitly - the caretaker's name or contractors working there etc.

Easy extras

It is possible to plug into any Kent school web site some third party run “applications” which make editing easier for the school.

a school calendar look at Google calendar or

- <http://www.kentschoolsweb.org.uk> which the school secretary can upload to easily

and

a simple document management / upload facility for letters home and newsletters

<http://kentschoolsweb.org.uk/forum/messages/2/5.html?1089492602>

the contact here is Jan@jahlis.net at kentschoolsweb.net who also supplies these to Kenttrustweb for the Local Authority