

<b>Administrative Directive Title:</b> <b>Standards for School and System Websites</b>	<b>AD Number:</b> <b>4.407.1</b>	<b>Adopted:</b> November 2024
<b>Policy References:</b> <a href="#">Board Policy 4.407</a> – School and System Websites	<b>Revised:</b>	<b>Previously Revised:</b>

1 The Communications Director shall be responsible for maintaining the official district web page  
 2 and monitoring all district web page activity. They will ensure that the maintenance of the  
 3 district web page aligns with the below standards.

4 **CONTENT**

5 When developing and maintaining the official district web page, the following procedures shall  
 6 apply to the content of the web page:

- 7 1. Content shall be grammatically correct with no spelling errors;
- 8 2. All content shall be current and accurate information; and
- 9 3. Content shall comply with board policies as well as state and federal law.

10 **QUALITY**

11 To ensure quality of the official district web page, the official district web page shall be reviewed  
 12 for accuracy on an ongoing basis. During this review, all links maintained on the web site shall  
 13 be checked and revised as necessary.

14 **CONSISTENCY**

15 Once the web page is developed or a significant change is made to the web page, the content will  
 16 be proofread and edited as needed to ensure there is no redundancy.

17 The official district web page will be formatted to look uniform and cohesive. In order to create  
 18 this look, a district template will be utilized during the development and maintenance of the web  
 19 page.

20 **WEBSITE ACCESSIBILITY**

21 The District is committed to ensuring that people with disabilities have an opportunity equal to  
 22 that of their nondisabled peers to participate in the district's programs, benefits, and services,  
 23 including those delivered through electronic and information technology, except where doing so  
 24 would impose an undue burden or create a fundamental alteration.

25 *Benchmarks for Measuring Accessibility*

26 In order to assure that people with disabilities have an opportunity equal to that of their  
 27 nondisabled peers to access information delivered through electronic and information  
 28 technology, all pages on the district's website will conform to the W3C Web Accessibility  
 29 Initiative's (WAI) Web Content Accessibility Guidelines (WCAG) 2.0 Level AA and the Web  
 30 Accessibility Initiative Accessible Rich Internet Applications Suite (WAI-ARIA) 1.0 techniques  
 31 for web content or updated equivalents of these guidelines, except where doing so would impose  
 32 an undue burden or create a fundamental alteration.

33 With regard to the district's website and any official district web presence which is developed,  
34 maintained, or offered through third party vendors, the District is committed to comply with the  
35 provisions of the Americans with Disabilities Act (ADA), Section 504, and Title II. Students,  
36 parent(s)/guardian(s), and members of the public with disabilities are able to independently  
37 acquire the same information, engage in the same interactions, and enjoy the same benefits and  
38 services within the same timeframe as those without disabilities. They are not excluded from  
39 participation, denied benefits, or subjected to discrimination in any district programs, services,  
40 and activities delivered online.

41 All existing web content produced by the district and new, updated, and existing web content  
42 provided by third party developers will conform to the WCAG 2.0 Level AA and the WAI-ARIA  
43 1.0 techniques for web content or updated equivalents. This applies to all new, updated, and  
44 existing web pages as well as all web content produced or updated by the district or provided by  
45 third-party developers.

46 *Concerns and Grievances*

47 Individuals with a concern or grievance about the accessibility of the school district's website or  
48 any official district web presence may direct their concern/grievance to the school district's  
49 Section 504 Coordinator:

50 Angela Fairchild  
51 2552 South Church Street  
52 Murfreesboro, TN 37127  
53 615-893-2313  
54 [angela.fairchild@cityschools.net](mailto:angela.fairchild@cityschools.net)