

WordPress Overview for School Webmasters

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1. Role of the School Webmaster

Each school has one or more individuals who are designated the School Webmaster. The School Webmaster is responsible for:

- **Updating the school's home page** with important news and information
- **Updating any other web pages** which are not managed by school staff
- **Helping the teachers and staff** at their school with posting content on their websites
- **Editing the links** which appear on
 - The school's home page
 - The top navigation bar
 - The "Select a teacher website" dropdown menu (if one is displayed)
- **Reviewing all content** on the school website and teacher websites to ensure that they are...
 - Displaying information which is up-to-date
 - Free of typographical errors
 - Free of copyright issues
 - Free of broken links
 - In compliance with the District's Acceptable Use Procedures (AUP)
- **Working with the District Webmaster** to request...
 - Changes to the website design
 - Changes to users' editing permissions
 - Changes to the school's address or contact information
 - New websites for teachers and staff
 - Help with any website-related technical problems

2. Role of the District Webmaster

In addition to managing the District's public and internal website, the District Webmaster supports the School Webmasters by:

- Creating new websites for teachers and school departments
- Adding/Removing editing permissions
- Assisting with website design changes
- Assisting with technical issues on your school and teacher websites
- Testing and installing new WordPress themes and plugins
- Providing WordPress training and documentation to the school webmaster and school staff
- Posting content on school websites in the absence of a school webmaster

3. School Website Standards

While most of our school websites have grown organically over the years, some portions of our school websites have been standardized across all of our school websites in order to provide a consistent user experience to our website visitors. Areas which have been standardized include our websites' headers and footers, pages and sites.

Header

At the top of every page on our school and teacher websites is a standard header which includes the design elements and links listed below.

In the header, School Webmasters have access to edit the custom navigation bar and "Select a teacher site" drop down menu. See the "How To" section of this document for instructions. If other changes are needed to your school website's header, please contact the District Webmaster for assistance.

- The **school's name**
- The **school's mascot or logo** (optional)
- A **search field**
- A **mandatory horizontal navigation bar** with these links:
 - **Home**
 - **Guidance**
 - **Links for Students**
 - **Media Center**
 - **Registration**
 - **Testing**
 - **HAC**
 - **Calendar**
 - **Contact**
- A **custom horizontal navigation bar** with links controlled by the school webmaster.
- A **"select a teacher site"** drop down menu (optional) which provides links to all teacher and grade level sites.

Footer

At the bottom of every page on our school and teacher websites is a standard footer which includes the design elements and links listed below.

In the footer, School Webmasters have access to place 2 or 3 widgets in the footer of their website. See the "How To" section of this document for instructions. If other changes are needed to your school website's footer, please contact the District Webmaster for assistance.

- The **school's contact information**
The school's name, street address, main telephone number, and the fax number (optional).

- **Mandatory links**
 - Map & Directions
 - Links for Students
 - Contact Us
 - Log in / Log out
- **School Information** widget – Only required for Title 1 schools, this widget is updated annually by the District webmaster. This widget provides links to:
 - The School Improvement Plan (SIP)
 - The Parent Involvement Plan (PIP)
- **Custom widgets** (optional)
The school webmaster may place additional links or information in the footer. See the “How To” section of this document for details.
- **Our school district’s contact information**
Our school district’s name, logo, street address, main telephone number, and link to the District website
- **Disclaimer Notice** link
- **Character Counts!** logo and Pillar of the Month – this updates automatically based upon the current month

Pages

The following web pages on your school website are required and should not be deleted.

- **Disclaimer Notice** page at [/disclaimer](#)
A legal disclaimer for users of our school websites. A link to this page appears in the footer of your site.
- **Search Results** page at [/results](#)
When visitors use the search field in the header of your website, the search results are displayed on this page.
- **School Calendar** page at [/calendar](#)
Each school website uses the Event Organiser plugin to display a monthly calendar of events on this page. A link to this page appears on the mandatory top navigation bar. Here is a quick overview of how the calendar works.
 - School events are automatically published on this calendar twice a day based upon a master Outlook calendar.
 - The master Outlook calendar is named “AAA Public Calendar” where AAA is your school’s acronym.

- The master Outlook calendar is managed by one or more staff members at your school. They have a handbook with instructions on how to update it. If the list individuals who edit the Outlook calendar needs to be changed, please contact the District Webmaster.
 - To add more categories of events to your calendar such as athletic events, please contact the District Webmaster.
 - Our school district's master calendar of events is pre-populated on your school's calendar page.
 - Above the calendar is an "ICAL Export" button which allows site visitors to import the events which are displayed on your school calendar into their own calendar in Outlook, Google Calendar, etc.
 - You may use the **Events** widget to automatically display upcoming events in the sidebar of your home page
 - The Planning, Accountability and Assessment Department asks that schools also display these two buttons above their calendar of events:
 - Your school's testing calendar
 - The District testing calendar
- **Map & Directions at [/location](#)**
Each school websites has a web page which provides driving directions and an embedded Google map which shows the location of the school.

Sites

The following subsites on standard areas on each of our school websites.

- **Student Links at [/links](#)**
All schools have a web page with buttons which link to online learning resources used by students. Most computer labs have this page set as the default home page, so it is the first thing students see when they open a web browser. Your school's Technical Support Specialist has access to edit these buttons using Symbaloo.com. A link titled "Links for Students" is provided in the footer of your website so students can access the same learning resources at home.
- **Testing Information at [/testing](#)**
The Planning, Accountability and Assessment Department asks that schools display their local testing calendar at this address. The "Testing" link on the mandatory navigation bar leads to this address. Your school's testing calendar may be displayed any way that you like, such as a list, a PDF or as an image. If your school has a Testing Coordinator, they should have access to edit this site directly.
- **Registration Information at [/registration](#)**
The Student Services Department asks that schools display their registration information at this address. The "Registration" link on the mandatory navigation bar leads to this site. Your school's registrar / computer operator should have access to edit this site directly.

IMPORTANT: When providing links to following registration documents on your Registration site or on your school's home page, do NOT modify the documents in any way or upload them to the Media Library. Instead, use these links:

For the **SJCSD Registration Packet**, use
<http://www.stjohns.k12.fl.us/student/enrollment/form/>

For **Residency and Health Information**, use
<http://www.stjohns.k12.fl.us/student/residency/information/>

For the **Change of Address Form**, use
<http://www.stjohns.k12.fl.us/student/address/>

By using these links, we can ensure that your school is always linking to the latest version of each of these documents and that the documents will be clearly legible when printed. If your school would like to provide additional registration forms, such as a questionnaire for parents of kindergarteners, please provide those documents as separate links.

- **Guidance Department or School Counselor's Website at /guidance**
The Guidance and Programs of Choice Department asks each school to have guidance information displayed at this address. The "Guidance" link on the mandatory navigation bar leads to this site. Your school's Guidance Counselor should have access to edit this site directly.
- **Media Center Website at /media**
The Instructional Resources & Media Services Department asks each school to have information about their school's media center displayed at this address. The "Media Center" link on the mandatory navigation bar leads to this site. Your school's Media Specialist should have access to edit this site directly.

4. How To...

Edit the Custom Navigation Bar

Follow these instructions to edit the custom horizontal navigation bar that is displayed in the header of your website.

1. On your main school site, go to **Appearance > Menus**
2. Select the menu named **"Top Navigation Bar"**
3. Add, remove or modify the links as needed
4. Click the **Save Menu** button
5. Publish the changes on your school website and teacher websites by visiting:
http://www-_.stjohns.k12.fl.us/header/make.php

Edit the “Select a Teacher Site” Drop Down Menu

If you are displaying a “select a teacher site” drop down menu in the header of your school website, follow these instructions to edit it.

1. On your main school site, go to **Links**
2. Add, remove or modify the links as needed
3. Publish the changes on your school website and teacher websites by visiting:
http://www-____.stjohns.k12.fl.us/header/make.php

Add Widgets to the Footer

Follow these steps to add, remove or modify the widgets in the footer of your school website.

1. On your main school site, go to **Appearance > Widgets**
2. Add, remove, or modify the widgets in **Footer Column 1**, **Footer Column 2**, or **Footer Column 3**
3. Publish the changes on your school website and teacher websites by visiting:
http://www-____.stjohns.k12.fl.us/footer/make.php

5. Web Design Tips

- Avoid writing links which read “Click here for ...” Instead, make the link the object of your sentence. For example, “View the Parent Resource Guide.”
- Avoid linking to web pages which are blank or read “coming soon!” Instead, link to the web page once some content has been added.
- Avoid publishing lengthy lists of links in the sidebar. Instead, try to provide links in groupings of 5 to 7 links at a time.
- If a lengthy list of links cannot be avoided, alphabetize the links.