



HISD Campus Webmaster Guidelines

Introduction

All HISD campuses are required to maintain an official website that includes school news, events and staff information, as well as information provided by the district. Each principal must designate **up to three campus website administrators** to complete training for administrator privileges. These staff members are responsible for the routine development and maintenance of their campus webpages to ensure consistent, current, and accurate information.

All designated campus website administrators must complete mandatory Blackboard (Schoolwires) training by going to [OneSource](#) and searching for "Schoolwires." Training requests also may be made by emailing web@HoustonISD.org.

Content requirements, including structure and location of required content, have been established by HISD Communications to establish consistency and to ensure users can locate standard information for every campus. Here is a visual outline of the campus homepage template:

The visual outline shows a dark grey header with navigation links: Site Map, District Home, Our Schools (dropdown), Translate (dropdown), My Account (dropdown), and a search icon. Below the header is a grey bar containing the HSAA logo, School Name, Tagline, and a secondary navigation menu: Home, About Us, Academies, Activities, Get Involved, Resources. The main content area is a large grey rectangle labeled PHOTO AREA, flanked by left and right arrow icons. Below this is a dark grey footer with six circular icons: GRADES (A+), MEALS (fork and knife), BUS SCHEDULES (info), CALENDAR (calendar), CONTACT (phone), and HUB (laptop). Below the footer are three vertical content sections: LEFT SIDEBAR, MAIN CONTENT AREA, and RIGHT SIDEBAR.

LEFT SIDEBAR	MAIN CONTENT AREA	RIGHT SIDEBAR
<ul style="list-style-type: none"> • District News • Helpful links • Title I information • Shared Decision Making Committee (SDMC) meeting information 	<ul style="list-style-type: none"> • Principal's welcome (includes phone number, email, photo, and link to bio) • School news 	<ul style="list-style-type: none"> • Calendar • Facebook/Twitter feed

Basic Website Maintenance Guidelines

- Check Daily:
 - Ensure all contact information is correct and up to date.
 - Keep your site clutter-free and easy to navigate.
 - Ensure all links are current and unbroken. There should be no links to outdated content.
 - Check spelling, punctuation, and grammar of all content.
 - When inserting links, be sure those pages open in new windows.
 - Share your school's successes and special moments under School News. For School News links, ensure accent images are the same size.
- Check Weekly:
 - Update main image or rotating carousel of images.
 - Make sure news items are current and updated.
 - Make sure school calendar is up to date.
- Check Monthly:
 - Ensure that programmatic offerings at your campus are clearly outlined in the Academics section.
 - Keep after-school activities and extracurricular offerings clearly outlined in the Activities section.

For questions or troubleshooting tips, email web@HoustonISD.org.

Content Outline for School Websites

Notes:

- Content in **bold** is the **responsibility of each school's webmaster**
- *Content in italics is provided by the district*

CHANNEL 1: HOME PAGE

The following are all APPS

- **Photo gallery of up to five photos, which must be horizontal images and sized to 430 pixels high x 999 pixels wide**
- Column One
 - *Helpful Links (shared Site Shortcuts app from the district)*
 - **SDMC**
 - This is a Site Shortcut app that the webmaster must create with a link to where this lives— see "Get Involved" below
 - *District News (shared Headlines & Features app from the district)*
 - Column Two
 - **Welcome to [your school name]**
 - **Principal's photo, name, phone number, and email followed by "more," which links to principal's page with welcome message and photo**
 - *Building Programs (Bond schools only)*
 - *Turnaround Plan (Turnaround schools only)*
 - **School Announcements**
 - **School News: News stories, link to school newsletter (if you have one)**
 - Column Three

- **Upcoming Events:** add your events to the school calendar
- **Social media feed, if you have Twitter or Facebook accounts. If you don't, and you would like the [HISD Twitter feed](#) or the [HISD Facebook page](#), email web@HoustonISD.org.**
 - *For more information on social media, such as how to create a Twitter page or Facebook account, see [this page](#) and **Resources** at the bottom of the page.*

CHANNEL 2: ABOUT US

- **SECTION: School Information**
 - **Principal's Page:** photo, welcome from the principal, and principal's bio
 - **About [your school]:** add a photo of your school if there is not one in the carousel
 - **[School Histories: The story behind the name](#):** Visit this page to find out the history of your school
 - **Mission statement, vision, creed, motto, etc.**
 - *Contact Us – Name, address, phone and fax numbers, principal's name, grade levels, TEA #, map and directions. Please keep updated.*
 - *Staff Directory – district will post initially, but you will need to keep it updated*
 - *Attendance Boundary Map*
- **SECTION: School Profile and Leadership**
 - Includes iframed school profile content from district's Find A School tool (click [here](#) for an example)
- **SECTION: Title 1 status notification letter (if applicable)**
- **SECTION: [Enrollment Process](#)**
 - **Add anything particular to your school's enrollment process**
 - *Immunization requirements:* HISD Health & [Medical](#) Services

CHANNEL 3: ACADEMICS (anything curricular; any order is fine)

- **SECTION: [Library Services](#)**
 - **Link to your school's library page, if you have one**
 - [Digital Resources](#) (HISD online databases)
- **SECTION: [School Choice](#) (Magnet)**
 - **Information about your magnet program and how to apply**
 - *Link to district page: [How to Apply](#)*
 - *Link to magnet home page: [School Choice Home Page](#)*
 - **FAQ**
- **SECTION: Programs**
 - **Details on programs specific to your school, for example, [Dual Language](#), [Futures Academy](#), [Gifted and Talented/Vanguard](#), [International Baccalaureate](#), [Linked Learning](#), [STEM](#), etc.**
- **SECTION: Academic Resources**
 - **STAAR/EOC: Any test instructions or schedules particular to your school**
 - [Link to district STAAR page](#)
 - [Promotion Standards](#)
 - [PowerUp](#) (high schools only)
 - [Digital Resources](#) (HISD online databases)
 - **Learning Resources: add links to learning resources for your students**
 - [Curriculum and Instruction](#)

- [Grading and report cards](#)
- *Endorsements (high schools only)*
 - *What are endorsements?*
 - [Link to list of endorsements offered at high schools](#)
 - **Endorsements offered at your high school**
- [Naviance](#), for middle and high school students
- [Graduation Labs](#), if you have them

CHANNEL 4: ACTIVITIES (anything extracurricular)

- **SECTION: After-school programs**
- **SECTION: Athletics**
- **SECTION: Band**
- **SECTION: UIL**
- **SECTION: Clubs**

CHANNEL 5: GET INVOLVED

- *Volunteer in Public Schools (VIPS)*
 - [Overview](#)
 - [Register for VIPS](#)
- **PTO/PTA**
 - **Information on your school's parent organization**
 - [How to Start a Parent Organization](#)
 - [Read Houston Read](#)
 - [Shared Decision-Making Committee \(SDMC\)](#)
 - Program Description
 - **SDMC Reports: Every school is required to post their SDMC meeting minutes on the website.** For details, see this [Academic Services Memo](#).

CHANNEL 6: RESOURCES

- **SECTION: Student Resources**
 - **Student resources and links particular to your school**
 - [Cybersafety](#)
 - **Code of Conduct**, if your school has its own, or link to [District Code of Conduct](#)
 - **Dress code for your school**
 - **School supplies**
 - [PowerUp](#) (*high schools only*)
 - **Bell schedule, ancillary schedule, or lunch schedule (for your school)**
 - [Attendance Requirements](#)
 - *Immunization requirements:* [HISD Health & Medical Services](#)
 - [Login to the HUB](#)
- **SECTION: Parent Resources**
 - **Parent resources and links particular to your school**
 - [Cybersafety](#)
 - [Family and Community Engagement \(FACE\)](#)
 - [Community Resources Guide](#)

- [Home Instruction for Parents of Preschool Youngsters \(HIPPY\)](#): Selected elementary schools
- [Breakfast and Lunch Menus](#)
- [School Pay](#) (contact school principal for information)
- Immunization requirements: [HISD Health & Medical Services](#)
- [Transportation](#)
- Check grades: [Parent Student Connect](#)
- [PowerUp](#) (high schools only)
- [Naviance](#)
- [Parent Rights and Responsibilities](#)
- Various Forms
 - [Frequently Requested Forms](#)
 - [Free & Reduced Meals](#)
 - [Athletics](#)
- **SECTION: Teacher Resources**
 - Any teacher resources particular to your school such as a Faculty Handbook (Heights HS)
 - [Teacher Appraisal and Development System \(TADS\)](#)
 - [Login to the HUB](#)
- **SECTION: Alumni Resources (high schools only)**
 - [HISD Alumni Associations](#)
 - Add a link for your alumni association, if applicable
 - Obtaining a Copy of Your [Diploma](#) or [Transcript](#)
 - [Distinguished HISD alumni](#), if applicable

Social Media for principals, administrators, and teachers:

- Link to [Social Media](#) pages