



MNPS Websites

4.407.1p

LAST REVIEWED: March 26, 2021

Standard Operating Procedure Outline

<i>Category:</i>	Instructional Services	<i>Department:</i>	Chief of Staff		
<i>Procedure:</i>	MNPS Websites				
<i>Policy Reference # :</i>	4.407	<i>Version:</i>	1.0	<i>Date Revised:</i>	February 26, 2021

Operational Objective(s)

- To define how web page and website content changes are requested and carried out, both on www.mnps.org and my.mnps.org.
- To define the scope of MNPS publishing services and to ensure content and branding standards are established and followed both on www.mnps.org and my.mnps.org.
- Maintain MNPS web publishing policies, practices, procedures and standards.
- Ensure compliance with MNPS and state and federal legal requirements and accessibility standards for all audiences.

Procedure

1. Metro Nashville Public Schools maintains two web presences:
 - MNPS.org, accessible by the general public, and
 - My.MNPS.org, the district’s intranet, accessible by authorized users only.
2. MNPS web publishing services include, but are not limited to, the following:
 - Creating new MNPS internet and intranet web content
 - Approving requests for web pages and sites
 - Adding new content to existing MNPS internet and intranet web pages

- Reviewing content for accuracy, completeness, relevancy and adherence to standards
- Troubleshooting web page errors
- Ensuring Metro Schools public information is primarily, easily, readily and completely (not in part) found on MNPS.org
- Ensuring Metro Schools employee information is primarily, easily, readily and completely (not in part) found on My.MNPS.org
- Granting, or revoking, select web content creators' ability to perform web updates;
- Approving secondary or contract websites established for, owned and maintained, by the school district;
- Working with partners, contractors and school support organizations to ensure compliance with MNPS policies and practices.
- Ensuring web content about donation and financial information complies with MNPS, state, and/or federal policies and procedures.

Content, Branding and Design

Each MNPS organizational unit and/or school, with prior approval from, and working in consultation with, the communications department, may develop unique content. All content must be current, relevant, factual, and of service to all audiences. In addition, content creators must follow state and federal accessibility requirements and MNPS brand guidelines to ensure quality, consistency and to promote a cohesive brand voice across all district assets.

Content guidance and support is available on [MyMNPS](#) and additional consultation is available for all employees and community partners by emailing communications@mnps.org

Compliance and Accessibility

1. All MNPS communications will abide by district policies and local, state and federal laws, including but not limited to:
 - Health Insurance Portability and Accountability Act (HIPAA)
 - Family Educational Rights and Privacy Act (FERPA)
 - Americans with Disabilities Act
 - Equal Employment Opportunity Act
2. The MNPS Communications Department is responsible for ensuring the district web presence adheres to the accessible web standards as required by state and federal agencies.
3. Secondary and contract websites that have not gone through the <MNPS Policy and Procedure for request for public websites with communications and/or IT > are subject to review, modification or removal by the Communications Department.
4. Collection of information through forms and/or surveys through authorized services only and collection of data that contains personally-identifiable or sensitive information must be approved by the Communications Department and/or IT Security
5. Personal information of students will not be released on the site without prior parental permission.

My.MNPS.ORG

Requesting Intranet Site

Each division is responsible for requesting, creating and maintaining its intranet site. Sites will include sub-pages or sub-sites for departments and offices that fall within the division to ensure continuity.

- Submit a ServicePro request for an intranet page for your division/department. Be prepared to provide names of the primary contact and staff members who will be responsible for creating and maintaining content.
- Information Technology Services will review each request and determine whether a site is needed or whether content should be incorporated into an existing intranet site.
- New sites will follow a district-provided template that can be completed and customized by each department.

Training

SharePoint training is available online. Each person working on the intranet site should complete training and review the following:

- SharePoint Basics
- MNPS Brand Guidelines
- Guidelines for Effective Intranet
- Building Intranet Sites

Using the templates provided by the district, place information into the site. Prioritize content by importance. Each site is required to include:

- A description of the department/division, including services provided;
- Key contact information (based on preference, can be either a general account or individual email accounts, phone numbers, etc.).
- Do not alter template colors or fonts. It is important for the overall intranet site to be consistent and to reflect the identity of Metro Schools. Templates have been provided to simplify this step for departments.
- Submit request to the Communications Department for final site review and address any areas of concern. (communications@mnps.org)
- Communications will provide final approval for site go-live and add the site to the navigation from My.MNPS.Org.

Performance Measure/Accountability

Continuous evaluation of procedure to ensure efficiency and compliance with all regulations.