

# UPDATING CFISD CAMPUS WEBSITE

PLEASE LEAVE YOUR NAME AND THE CAMPUS YOU  
ARE FROM IN THE CHAT AREA. THANK YOU!

## AGENDA

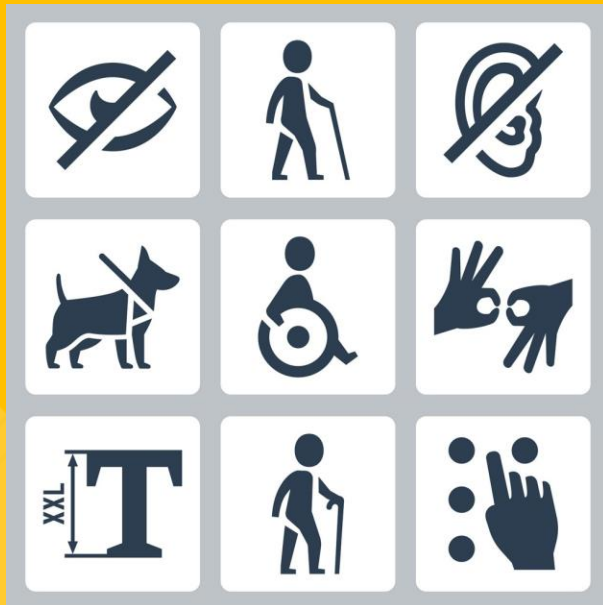
- Expectations
- Web accessibility
- Best practices
- Updating website instruction



## EXPECTATIONS

- Keep website up-to-date:
  - Update calendar
  - Add school news
  - Add school newsletters
  - Add announcements
- Add at least one news item a month
  - Thank yous
  - Celebrations
  - Recap of events
  - Don't add events in School News
- Not all parents, students, community members have social media and will look to your website for updates.

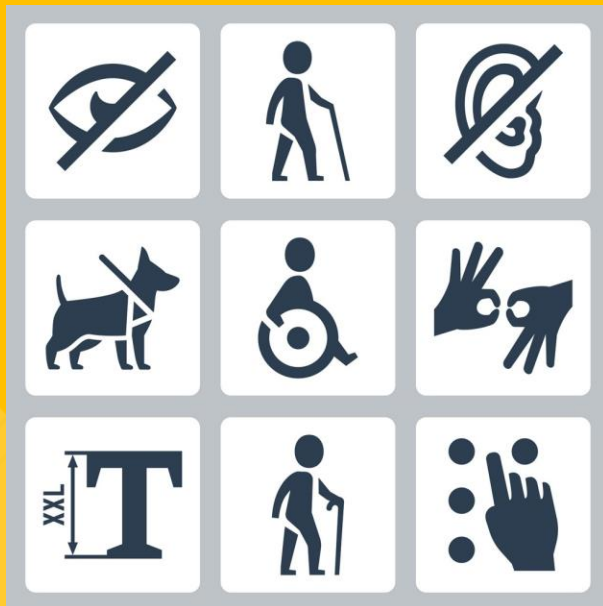
## WEB ACCESSIBILITY



- WHAT IS WEB ACCESSIBILITY?

A website can be used by the largest possible audience including those with disabilities.

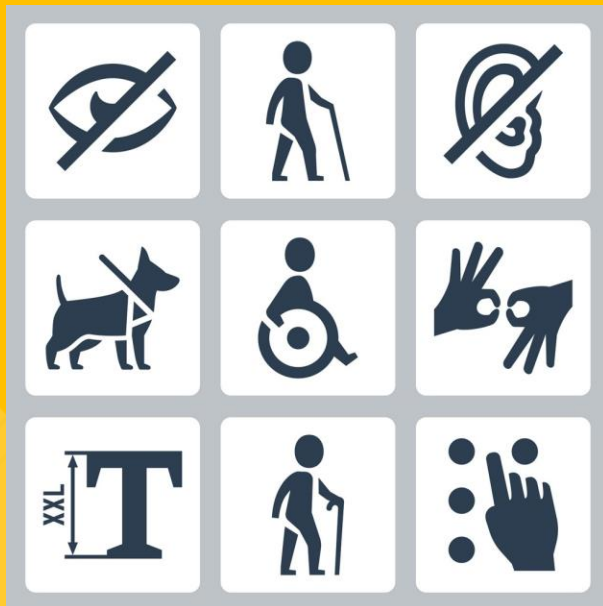
## WEB ACCESSIBILITY



## DIFFERENT TYPES OF DISABILITIES

- Physical:  
*loss of limbs, arthritis, Cerebral Palsy*
- Cognitive:  
*ADHD, dyslexia, slow response time*
- Hearing  
*deafness or hard of hearing*
- Visually impaired  
*total blindness, low vision, color blindness*

## WEB ACCESSIBILITY



## WEB ACCESSIBILITY REGULATIONS

- **Section 508 and Title II of ADA** are made up of laws and guidelines requiring information to be made available to all members of the public, regardless of sensory disabilities.
- **Section 508** is an amendment to the Workforce Rehabilitation Act of 1973. It is a federal law that requires all electronic and information technology that is developed by or purchased by Federal Agencies be accessible by people with disabilities. This includes websites.
- **Title II of the Americans Disabilities Act (ADA)** requires that the programs, services and activities of state and local governments are accessible to people with disabilities.

## HOW IT STARTED: WEB ACCESSIBILITY BACKGROUND

## SPECIAL EDUCATION WALL OF SHAME FB PAGE

- Marcie Lipsitt
- Facebook: Special Education Hall of Fame



### Special Education Wall Of Shame

June 10, 2016 · 🌐

I was too tired last night to post the latest Federal Office for Civil Rights complaints that have both been opened and reached formal resolution.

1. Lakeview Public Schools in Michigan has been opened for investigation.
2. Milan Area Schools in Michigan has been opened for investigation.
3. Macomb ISD in Michigan has reached formal resolution and will have a total of 180 days with multiple checkpoints with the OCR to bring the website into compliance and including having a website accessibility coordinator and having all necessary 504 documentation. Further, YouTube webpages and other webpages operated by other websites that are linked to the Macomb ISD website!
4. Idaho Department of Education has reached formal resolution and I will post the details later tonight. This is the first state department of education to be found in violation since my Michigan Department of Education web accessibility complaint in June 2015!
5. Austin ISD in Texas has been opened for investigation.
6. North side ISD in Texas has been opened for investigation.
7. Cypress Fairbanks ISD in Texas has been opened for investigation.
8. Arlington ISD in Texas has been opened for investigation.
9. Fort Bend ISD in Texas has been opened for investigation.

New complaint filed.....against Bookshare.org! Bookshare is not quite as accessible as they tout!

## WEB ACCESSIBILITY BACKGROUND



### Office of Civil Rights (OCR)

- OCR (Office for Civil Rights) Complaint received in June 2016
- March 2018 – dismissed complaint
- January 2019 – investigation re-opened
- December 2019 – met with OCR and their OCR accessibility specialists
  - Jan. 10 by fix issues
- February 2020 – spot checked and found more issues
  - Enter in 12-month resolution agreement
- October 2021 – review pages with OCR
  - PDFs not accessible: Menus and Calendars
- December 2021 – case moved into due diligence process



## BEST PRACTICES

### Use alternative text

- Apply 'alt' tags to images
  - Alt text describes the purpose of the image and not necessarily what it is.
  - Visualize what information is needed if you can't see the image.
  - Screen readers can't analyze what an image is.
  - Decorative images use alt=""
  - Avoid using images of text.



## BEST PRACTICES

### Use Alternative Text

- This ALT tag is **not descriptive enough** for the image:

Alt = 2 rabbits

- This ALT tag is **too long** for the image:

Alt = grey rabbit on left and white rabbit with red eyes on right lying in grass with yellow flowers around them

- This is a **perfect example** of an ALT tag for this image:

Alt = grey and white rabbit lying in grass



[Screen Reader Demo - Alt Tags Video](#)

## BEST PRACTICES

```
<!DOCTYPE>  
<HTML>  
<HEAD>  
<TITLE>  
<LINK>  
<META>  
  
<h1>H1 tags</h1>  
<h2>H2 tags</h2>  
<h3>H3 tags</h3>  
<h4>H4 tags</h4>
```

### Use Heading Tags

- Heading tags create organization of content on a page.
- Facilitate keyboard navigation.
- Don't skip heading levels – H1 to H4.
- Don't use text formatting.



[Learn how to use heading structure on a web page so everyone can navigate your content with ease.](#)

## BEST PRACTICES

Links in context.



### Create links with purpose

- Avoid un-informative link phrases: 'Click here', 'More', 'Here' and 'Read more'.
- Links should make sense when read out of context.

## BEST PRACTICES

### Create links with purpose

Example:

-  Learn more about [Web Accessibility](#).
-  To learn more about Web Accessibility, [click here](#).



[All about links: how they are used in navigation, labelling concerns, and distinguishing them from surrounding text.](#)

## BEST PRACTICES

### Create links with purpose

- URLs as links aren't screen reader friendly.

Example:

 Visit the [CFISD Mentor page](#) to become a mentor.

 Visit <https://www.cfisd.net/domain/2618> to become a mentor.

## WHAT AREAS CAN WEB EDITORS EDIT?

- Homepage
  - Banners
  - Announcements
- Any page
- School News
- Calendar

WHAT AREAS DO CAMPUS  
WEB EDITORS **NOT** HAVE  
ACCESS TO?

- School logo
- School background photos
- Template colors

If any of these need to be updated, just send us an email at [WebsiteUpdates@cfisd.net](mailto:WebsiteUpdates@cfisd.net).



WHAT BROWSER WORKS  
BEST?

- Use **Google Chrome** to log into your campus website.



## NEWSLETTERS

### Tips/Reminders:

- **PDF newsletters**
  - Convert Word docs into PDFs.
  - Check accessibility and correct any issues before uploading.
  - Upload the PDF.
- **SMORE newsletters**
  - Manually add link
  - Embed code to display on page

## DOCUMENTS

**Convert ALL documents into a PDF before uploading.**

- **Not everyone can view Word, Excel or PowerPoint documents, especially on mobile devices**
  - Go to Save As and change file format to PDF
- **Check your document's accessibility**
  - Check accessibility in original format (ex:Word)
  - Check again after converting in PDF

See the Web Editor Guide for details.

## CALENDAR

### Tips/Reminders:

- If you have events already scheduled, add them to your campus website calendar.
- **District events** are automatically pushed to your site.
- **Fine arts department** can request to have any fine arts posted to campus website calendar. Manually add event and email requestor once it's completed.

## SCHOOL NEWS

### **Tips/Reminders:**

- Promote news going on at your campus.
- CFISD district news: If your school is mentioned in a district PR, it will automatically be pushed to your site.

## HOMEPAGE BANNERS

### Tips/Reminders:

- Homepage banner size: 1500x713 pixels
- Use photoshop or any photo editing software
  - [Canva](#)
  - [Blackboard Creative Services Image Editor](#)
- District banners
  - When uploading a picture/graphic, look under 'Shared Image' folder, then click on the dropdown and select 'homepage slides'
- Read monthly newsletters for upcoming district banners to be posted.
  - Sent the first workday of the month and again mid-month with reminders and new banners

## ADDITIONAL TIPS

### **Tips:**

- Page is live once you click 'Save'.
- More than one person can be on a page editing. Whoever clicks save first is what will be saved.
- There is no way to recover an older version of a page.

## RESOURCES

- CFISD WebTeam Monthly Newsletters – post upcoming banners for the month with text provided for caption;lots of tips and tricks.
- Web Help – <http://www.cfisd.net/webhelp>; find archived newsletters and how-to videos. Bookmark this page!
- Web Editor Guide posted online.Be sure to sign the acknowledgement on the last page.
- Monthly topic-based trainings are available. See the schedule on the Web Help page.
- For immediate assistance call or email us any time!



CFISD COMMUNICATION  
WEB TEAM

**Jennifer Ongoco**

*Assistant Director*  
Communication Department

**Denisse Sioss**

*Digital Content Specialist*  
Communication Department

Website: <https://www.cfisd.net/webhelp>

Email: [WebsiteUpdates@cfisd.net](mailto:WebsiteUpdates@cfisd.net)

Phone: 281-897-4053