

## SCHOOL WEB SITE PUBLISHING

In accordance with the accompanying policy, the following procedures are established for publishing school web sites.

### **Maintenance**

All district, individual school, and teacher or student created school-based web pages shall be hosted on district servers.

The school principal shall designate an individual, the school web site administrator, to administer and monitor the web site and all school-based web pages to monitor compliance with school policy, district policy, and state and federal law. Prior to publication, all material to be posted shall be reviewed by the web site administrator.

Passwords and User ID's required to maintain the site shall be carefully guarded to ensure that only authorized personnel have the opportunity to make changes on a school web site.

### **Content Standards**

1. All materials and information must be consistent with the mission, goals, policies, programs and activities of the district. All subject matter shall relate to curriculum, instruction, appropriate general information, or to activities of the district or of schools within the district.
2. All material on a school web site shall be either original to the school, in the public domain, or posted with the express permission of its rightful owner. This includes, but is not limited to, text, graphics, pictures, video, sounds, music, characters, logos, and trademarks. Web page publications shall follow all applicable copyright laws and guidelines.
3. Teachers may maintain instructional pages on the school's web site. They may also maintain and link to instructional sites on remote servers, especially servers designed for educational use, provided that the linked sites conform to all parts of this policy.
4. Neither staff nor students may publish personal home pages on the district server.
5. Student-created web pages shall be supervised by a designated staff advisor and shall comply with all aspects of school and district web policy. Student organizations that are not officially recognized and do not have staff advisors shall not be permitted to submit materials for publication on school web sites.

### **Privacy Standards**

1. Because Internet publications are available to the entire world, special care shall be taken to protect the privacy of students and staff. Web pages may not include personally identifying information regarding a student such as telephone numbers, addresses, names of other family members, names of friends, e-mail addresses, specific location of a student at any given time, grades, or any other academic information. No confidential information shall be published on or linked to the web site.
2. Student work may be published on web pages only with written consent of the student's parent/guardian or the eligible student before each incident of publication. The authoring student shall also sign a copyright consent form.
3. Links to student e-mail accounts are prohibited.

4. Pictures of students may be included only under the following conditions:

- Individual student pictures may be published on the web site only with written consent of the student's parent/guardian or eligible student.
- Pictures of groups of students involved in a school-related activity may be published without consent; however, the students shall only be identified by the group name.
- Students shall not be individually identified in pictures unless there is a special reason for doing so, such as recognition for receiving an award. In such cases, the student's parent/guardian or eligible student must give written consent.

**Discussion Group (Asynchronous) and Instant (Synchronous) Communication**

The school web site may link to Usenet discussion groups, web boards and other asynchronous communication systems as long as such use is consistent with clearly identified educational purposes and provided that a staff member is assigned to a moderator role to ensure that inappropriate material is removed in a timely fashion. The school and district are not responsible for inappropriate content posted by participants acting outside the identified educational purposes. Asynchronous communication systems shall be disabled during time periods when no moderator is available.

The use of synchronous communication systems with student participation shall be restricted to a controlled environment that includes staff supervision and does not allow anonymous participation. It is acceptable for participants to use pseudonyms as long as the staff advisor knows the true identity of each student using a pseudonym.

**Changes in technology**

Given the rapid change in technology, some of the provisions of this regulation may become outdated rapidly. Therefore, this regulation shall be reviewed periodically and revised as necessary. When changes occur before this regulation can be adjusted, the superintendent or designee shall make decisions at the district level and the principal or designee shall make decisions at the building level consistent with the philosophy set forth in the Board's policy and this regulation.

**Definitions**

*Asynchronous communication-* Asynchronous communication occurs when a message is sent to a location where readers may view it at some later time and respond. This includes such communications as Usenet groups and web boards.

*Synchronous communication-* Synchronous communication occurs when participants send and receive messages at the same time, as in a live conversation. This includes a variety of programs commonly referred to as "chat rooms."

*Instructional site-* An educational web site maintained exclusively to assist in instruction.

*Advertising-* the use of banners or logos that may appear at any point on a web page.

*Sponsorship-* names or logos associated with sponsoring persons or organizations located at a specified section of a web site.

*Chat-* a communication exchange in which all participants are involved simultaneously and messages are transmitted to a common site instantly.

*Discussion group/Usenet/Web board-* a communication exchange in which messages are posted at a common site, but participants are not necessarily involved simultaneously.

*Moderator-* a staff member who reviews discussion groups regularly and deletes unsuitable messages.

*Pseudonym-* a false name used during chat sessions.

*Officially recognized student organization-* any club or organization in the school, approved by the principal and assigned a staff advisor that operates within the framework of state statutes, Board policy, administrative rules and the parameters of the curriculum.

Adopted March 17, 2005