

**SUBJECT: DISTRICT WEBSITE AND WEB PAGES**

In order to support the vision and mission of the School District, the District will create and maintain a website for the following purposes:

- a) A place to showcase innovative student and staff educational projects, presentations, and learning experiences;
- b) A gateway to District and community resources and to educational websites;
- c) A means for the community resources and to educational websites;
- d) A means of "opening up" communications among students, District personnel, the community, and associated organizations (ex., PTSA).

The District website may not be used for any commercial promotional activity.

Regulations will be developed for implementing guidelines as to staff/student access and usage of the District website.

The Board of Education recognizes the value of web sites on the World Wide Web as informational and educational tools. The District will create and maintain a web site for the following purposes:

- a) To support the District's mission;
- b) To provide the community with information about the District and its schools (e.g., policies, curricular and extra-curricular programs, opportunities for students, student and staff achievements, calendars, schedules, operations);
- c) To provide students and the community with support for learning;
- d) To serve as a channel for feedback from students, families and the community; and
- e) To serve as a communication tool regarding classroom activities for students and their families.

Certain standards will govern the posting of information on the District's web site:

- a) Web pages must serve one or more of the District's stated purposes;

(Continued)

**SUBJECT: DISTRICT WEBSITE AND WEB PAGES (Cont'd.)**

- b) Web page content and construction must comply with all applicable federal, state and local laws as well as policies established by the District;
- c) Web pages must reflect high standards of content, design, respectability, good taste and appropriateness for the Keshequa school community;
- d) The District web site may not be used for any commercial promotional activity. Neither staff nor students may publish personal web pages as part of the District web site.

The Superintendent is directed to develop appropriate regulations for the implementation of this Policy.

**Criteria**

In addition to compliance with other Board Policies and Regulations, web pages posted on the District's website must adhere to the following criteria:

- a) A web page may be posted for education, informational and/or promotional purposes by:
  - 1. A District-sanctioned student organization, extra-curricular group or athletic team;
  - 2. A District or building-level sanctioned committee;
  - 3. An instructional department;
  - 4. District administration;
  - 5. A classroom teacher;
  - 6. A District-wide or building level PTSA or other District recognized parent group.

Neither District employees nor students may publish personal web pages as part of the District's website. Outside organizations may not post web pages on the District's website.

- b) A web page must be sponsored by a member of the District faculty, staff or administration who will be responsible for its content, design, currency and maintenance. The sponsor is responsible for ensuring that those constructing and maintaining the page have the necessary technical training and that they fully understand and adhere to District policies and regulations. The page must include the name of the sponsor.

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**SUBJECT: DISTRICT WEBSITE AND WEB PAGES (Cont'd.)**

- c) Web pages must be designed to protect students, families, District employees and any other persons from unwanted disclosure of personally identifying information.
- d) Web pages may include student, faculty or staff names if applicable, but may not include home telephone numbers or addresses, home e-mail addresses or other identifying information such as names of family members.
- e) Web pages may include individual or group photographs, audio or video clips, but individuals may not be identified by name.
- f) Web pages may not be used for any non-school related commercial, for profit or not-for-profit promotional activity. Web pages may mention such organizations only in the context of school programs that have a direct relationship to those organizations (e.g., sponsorship of an activity, student community service project).
- g) Links to non-District web sites are allowed as long as those sites are consistent with the purposes of the District web site and District standards. However, the District link must contain a disclaimer indicating the user is leaving the District web site and that the linked material has not necessarily been reviewed or approved by the District.
- h) All web pages must conform to the standards for appropriate use found in the District's Acceptable Use Policy concerning safety, system security, inappropriate language, privacy, resource limits, plagiarism and copyright infringement, inappropriate access to materials and illegal acts.
- i) All student and parent web pages shall include the following notice: "This is a [student or parent] generated Web page. Opinions expressed on this page do not necessarily reflect those of the District."
- j) All web pages must be approved through the designated process before being posted to the District's Web site.

**Classroom Web Pages**

In addition to the above criteria, classroom web pages must comply with the following:

- a) Prior to gaining access, a classroom teacher must attend a formal training session regarding the use of the technology and appropriate information to be included on classroom web pages.

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**SUBJECT: DISTRICT WEBSITE AND WEB PAGES (Cont'd.)**

- b) Classroom web pages posted by teachers do not have to go through the Approval Process set forth in Section D of this Regulation, but must be approved by the appropriate building administrator prior to their initial posting on the District's website.
- c) No students may be given access to a teacher's web account to upload content onto a classroom web page.

**Consequences for Non-Compliance**

- a) Web pages that do not comply with these criteria are subject to revocation of approval and removal from the District's website.
- b) Students posting non-approved or inappropriate material on the District's website are subject to suspension or revocation of access to the District's computer network and the imposition of discipline under the District's code of conduct. In the case that a violation constitutes a criminal offense, it will be reported to the appropriate authorities.
- c) Faculty or staff posting non-approved or inappropriate material on the District's website are subject to suspension or revocation of access to the District's computer network and the imposition of discipline in accordance with the applicable bargaining agreement, if any, and applicable laws, rules and regulations. In the case that a violation constitutes a criminal offense, it will be reported to the appropriate authorities.

**Process for Approval**

- a) Sponsors should initiate the approval process by submitting a mock-up of the proposed web page to the appropriate Building Administrator for preliminary approval of the general concept and content of the page and compliance with District policies and regulations.
- b) The Building Administrator shall forward the proposal to the Technology Coordinator for review of the technical aspects of the page and assistance in loading the page onto the server.

**Changes to Approved Web Pages**

Once a site has been approved for posting on the District's web site, the sponsor may make changes to keep information current and/or responsive to changing curricular or co-curricular needs as long as the general nature and content of the page remains the same. Changes to the purpose, nature or general content of the page must be submitted through the approval process **prior** to the change being made. The sponsor will be responsible for ensuring that all changes in an approved page are in compliance with all applicable laws and District policies.

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5 of 5

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**SUBJECT: DISTRICT WEBSITE AND WEB PAGES (Cont'd.)**

## **Oversight**

The Superintendent or his/her designee shall have the authority to approve or deny the posting of any proposed web page on the District's website based upon compliance with the terms and conditions set forth in this Policy and Regulation.

Adopted: 4/23/01  
Revised: 6/20/06