



**Subject: School Web Sites**

**Policy #1000-12**

## **Policy:**

To enhance communication with students, parents/guardians, staff, community members and the public at large, the Governing Board encourages the development and ongoing maintenance of school web sites on the Internet. Web sites shall support the educational vision of the school and shall be consistent with the school's plans for communications and media relations.

The Director shall develop guidelines regarding the content of school and school web sites that shall include standards for the ethical and responsible use of information and technology. These guidelines shall be consistent with law, Board policy, and procedure.

School web sites shall not include content which is obscene, libelous or slanderous, or which creates a clear and present danger of inciting students to commit unlawful acts on school premises, violate school rules, or substantially disrupt the school's orderly operation.

Any links to external sites shall follow the same guidelines applicable school web sites.

The Director shall ensure that copyright laws are not violated in the use of material on school or school web sites.

## **Content**

The Director shall ensure that web site content protects the privacy rights of students, parents/guardians, staff, Board members, and other individuals.

No personal information about students or their parents/guardians, including phone numbers, home addresses or e-mail addresses, shall be published on a school web page. Student directory information shall not be published if parents/guardians have requested that it be withheld.

Photographs of students shall be used only with written permission from the students' parents/guardians.

Home addresses or telephone numbers of staff members shall not be posted.

School web sites shall not post the home address or telephone number of any elected or appointed official without the prior written permission of that individual.

The Director may establish standards for the design of school web sites in order to maintain a consistent identity, professional appearance, and ease of use.

Staff and students may submit materials for web site publication to the school or school webmaster that shall ensure that the content adheres to school guidelines and policies.



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School web sites shall provide current and useful information regarding school programs, activities, and operations. Such information shall be appropriate for both internal and external audiences.

The content of web sites may include, but not be limited to, school or school news, school mission and goals, agendas and minutes of Governing Board meetings, policy information, messages from the Board or administrators, information about curriculum and instruction, school calendars, student projects, school clubs and activities, transportation schedules, school map, school handbook, parent conferences, educational resources, links to other educational sites, and contacts for further information.

The Director shall make the information contained in the School Accountability Report Card accessible on the Internet and shall ensure that such information is updated annually.

Student work may be published on a web site provided that both the student and his/her parent/guardian provide written permission or the work is part of an existing publication such as a newspaper or school newsletter.

Students, staff, or other individuals may not use school or school web sites to provide access to their personal web pages or online services.

If any copyrighted material is posted on a school or school web site, the web site shall include a notice crediting the original producer of the material and noting how and when permission to reprint the material was granted.

### **Roles and Responsibilities**

The school webmaster shall be responsible for the content and publication of the school web site upon approval of the Director. He/she shall review all content before publication, upload content to the school web server, regularly check links for accuracy and appropriateness, keep the web server free of outdated or unused files, and provide technical assistance as needed to school webmasters.

The school webmaster shall perform similar duties related to the content and maintenance of the school's web site upon approval of the director. School webmaster shall notify the Director regarding the creating and updating of a school web site.

### **Security**

The web site host computer shall have security procedures that prohibit unauthorized persons from accessing system-level controls or making changes to web site content. To the extent possible, the host computer shall be in a lockable room with restricted access.

First Reading:

Second Reading:

Adopted:



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7First Reading: 6/13/12

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