

## **Homedale Joint School District No. 370**

### **WEB-BASED INSTRUCTION AND COMMUNICATON**

**2900**

#### **Web Publishing**

This policy governs publication of material on any web site and/or any web presence associated with the Homedale School District. All web sites will be restricted to publication on district authorized services to provide structured and secure environments. All uses of these services are governed by Policy 7.30 Instructional Program - Technology - Acceptable Usage.

As referred in this policy, “web site” refers to any online publication including web sites, blogs, social media pages, or any other web presence.

#### **Goals**

Web sites of the Homedale School District will be a source of information regarding the district, schools, classrooms, and related activities. Web sites may serve as an extension of the traditional classroom learning environment and will focus on enhancing student achievement and will support the district approved curriculum.

#### **Content**

All content published on District authorized services is the property of the Homedale School District and will meet the stated goals. Any content deemed inappropriate will be removed. The District's Superintendent or designee will have final authority for issues related to the content of all web sites on District authorized services.

#### **Security & Privacy**

Safety of students, colleagues, and their families is of paramount concern with any web site. Therefore, all District web authors will take precautions to ensure security and privacy and will exercise discretion concerning publication of information regarding individuals and/or the district.

Legal Reference:

#### **Policy History:**

Adopted on: 04-12-04 (*Policy 1.95*)

Revised on: 02-13-12

Prior Board policy 1.95

**Web Publishing Procedures**

**Goals**

Web sites will serve as:

- a resource for obtaining information about the District, schools, classrooms, activities and policies.
- a safe learning environment which extends the classroom and engages students.

**Strategies for meeting goal(s)**

- The District Webmaster will create and maintain a central District site.
- Teachers are encouraged to create and maintain educational sites directly related to curriculum and instruction, a school sponsored activity or other district authorized concern with which the teacher is involved.
- Teacher sites should engage students and support anywhere anytime learning as an extension of the classroom.
- All web authors must follow the Code of Ethics for Idaho Professional Educators when publishing content and interacting with students online just as they would in the face-to-face classroom.
- District and teacher pages will be updated and maintained as needed to evolve and stay current.
- Building principals and staff should be knowledgeable about the content of their building/program web pages.

**Content**

- Web sites will relate to District general information, curriculum and instruction, school sponsored activities or other District authorized concerns.
- Web sites may not contain material which is objectionable, offensive, confidential, or proprietary or link to such material.
- The District's Technology Administrator or Webmaster will have the authority to remove any content deemed inappropriate from District servers or hosted services.
- No person or school group may be compensated for advertising another site or a product on the District's web site or other site associated with the District.
- No person or school group may run a business from the District's web site or other site associated with the District.
- Links and promotional logos associated with fund raising projects that directly benefit a school or school group are allowed only for the duration of the fund-raising project and must be removed immediately at the conclusion of the campaign.
- Links to external sites are allowed only if the external site clearly supports the goals of the District's web site.
- Subject to approval by the District's Technology Administrator and Webmaster, teacher sites will be linked from the District site. Sites that do not conform to District procedures and content standards will have their links from the District site removed.
- Personal pages of students and/or staff will not be linked from the District's site.

- Students may create web content to be included on a classroom teacher’s site. It is the responsibility of the instructor to ensure that student content is in total compliance with District Policy and Procedures before the material is published.
- Students will not be given rights to upload files to District servers.

#### Strategies for creating content

- Every web site will start with a plan that evaluates the real needs of students, teachers, schools and patrons. Evaluation is to be followed by a careful design stage, then the construction of the site.
- All web sites must be content oriented with graphics and effects that support the display of information without overpowering that content.
- "Under construction" pages will not be published. Pages may not contain links to other pages that are not yet completed.
- All published materials will be free from spelling and grammatical errors.
- Content that is time-sensitive will be updated in a timely manner.
- Every page will be given a title that clearly identifies the content.
- Every site will have consistent navigation links so visitors can easily navigate the site. A link to the District web site’s home page is encouraged.
- Every site will include appropriate contact information, i.e.: e-mail links, District phone numbers and/or addresses, for the author.
- All pages will be tested immediately after posting to insure functionality of links and correct loading of all files.
- Links to external sites will be checked regularly (at least once every 3 months) to insure that those links are still active and relevant.
- Additional consistency standards may be developed in the future.

#### Security & Privacy

- The safety of students, colleagues, and their families is of paramount concern.
- Information relating to emergency responses, including but not limited to facility maps, floor plans or emergency procedures will not be posted in non-secure areas of the web site.
- A staff member's name, assignment, District e-mail address, District phone number and photo may be published. Staff members have the right to request that their photographs not be published.
- Inclusion of student information on any web site is limited to “directory information” as defined in Policy 3570 (3570P) Student Records (FERPA) and only if such publication has not been prohibited by a parent or guardian.
- Inclusion of non-directory student information on any web site is prohibited.

#### Directory Information

- Directory information as defined in Policy 3570 (3570P) Student Records (FERPA) is limited to:
  - name
  - grade level
  - parents’/guardians’ names
  - academic awards, degrees, and honors
  - information in relation to school-sponsored activities, organizations, and athletics
  - photographs (effective August 20, 2012)

- Non-directory information includes but is not limited to a student's phone number, address, e-mail address, or information indicating the physical location of a student at a given time, other than attendance at a particular school or participation in a District sponsored activity.
- It is the responsibility of the author of any web content to ascertain whether a student's parent or guardian has notified the District that information identified as "directory information" is *not* to be released. Such notification is stored in the student's cumulative file and is available through the school office.
  - If such notification exists, the author will not include that student's directory information on any web site.
- Authors will exercise discretion concerning publication of student information and take reasonable precautions to insure security and privacy.

### Copyright

- Students and staff will adhere to all copyright laws.
- No unlawful copies of copyrighted materials may be knowingly produced on or transmitted via the District's equipment including its web servers and other authorized services.
- Student work (art, short stories, projects, etc.) may be published only with permission of the student and parent or guardian. Such permission must be granted in writing using the Student Work Release Form (Policy 2900F). Work that is part of a previously published document (i.e.: newsletter or school newspaper) may be included on the web site without specific permission if the entire document is being published.

### Strategies for copyright compliance

- Copyright protection extends to the Internet. Treat all online materials as you would other copyrighted material.
- It is not necessary for a work to have a copyright notice or to be registered to receive copyright protection.
- To help insure your rights as an author, it is recommended that a copyright notice be included as a footer on every page of a site you author. Example:  
© Homedale School District ~ All rights reserved
- While "fair use" permits some distribution of material within a classroom, the courts have stated that online publishing is a public performance. Therefore, "fair use" copyright laws do not allow distribution of material on a web site without permission from the author.
- In some cases it is permissible to download material from the Internet for use in student projects. However, it is illegal to re-post that material online without permission from the original author.
- Retain all correspondence (e-mails or hard copy) pertaining to permission requests.

Legal Reference:

### Policy History:

Adopted on: 04-12-04 (*Policy 1.95*)

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