

## School System Web Site/Web Pages Administrative Procedure

### A. Web Site Purpose

The purpose of the District's official web site is to provide general information about our school system as well as information about education programs, extracurricular activities, school events, and student and staff achievements. The web site is intended to support the educational mission of the schools, to enhance the curriculum and learning opportunities for students and staff and to provide valuable information to the larger community about our schools. The following guidelines are intended to ensure that the web site meets these goals and to establish reasonable controls to protect the privacy of student and staff, to ensure that the web site is in compliance with applicable laws, and to ensure that it meets the highest educational and quality standards.

### B. Web Site Structure

The District's web site may include, among other things the following components:

1. System-wide information (including but not limited to Central Office information, School Board information, Transportation, Facilities and Food Service information);
2. Individual school information;
3. Individual department, grade level and/or classroom information (including student work and/or teacher-created work and resources); and
4. School-sponsored extracurricular organization information and activities. No personal web pages, chat rooms, or discussion groups are permitted on the web site.

### C. Confidentiality of Student Information

1. The web site shall be in compliance with all applicable confidentiality laws and regulations.
2. At no time shall personal information about students (such as home address, telephone number, e-mail address, birth date, social security number, etc.) or information made confidential by state or federal law appear on the web site. The web site will not include any information that indicates the physical location of students at any given time, other than attendance at a particular school or participation in school activities.
3. Student information, photographs or work may only be published on the web site if the student's parent/guardian has signed the Parent/Guardian

Agreement Form to Publish Student Information. For purposes of these guidelines, student information includes name, class rosters, awards/honors received, and team/extracurricular activity participation lists.

**D. Confidentiality of Staff Information**

1. At no time shall personal information about staff appear on the web site (including home address, home telephone number, home e-mail address, birth date, social security number, etc.).
2. Because the District web site is maintained in part to enhance communication with students and their families, the school e-mail address and/or telephone numbers of staff are published on the web site.

**E. Copyright**

1. Appropriate permission will be obtained before any copyrighted or trademarked material is used on the web site except in the case of fair use as permitted by law. No copyright material may be reproduced, transmitted or stored on the District web site without obtaining permission from the copyright owner.
2. Students shall retain the copyright on materials that they create.
3. Except for the above exception, all web pages and materials published on the web site are the property of and owned by the School Department.

**F. Advertising**

The District web site will not include any advertising, nor will it include any selling activities outside of publicity for school-sponsored and/or approved fundraising activities.

**G. Links to External Sites**

1. The District web site will not include links to any personal web sites of students or staff.
2. The web site may include links only to web sites that have demonstrated educational value to students, staff and/or the community, as deemed appropriate by the Webmaster or system administrator.

3. The web site shall include a disclaimer informing users that links are provided as a convenience, and that the District does not endorse these sites or have any responsibility for the content of these sites.

**H. Additional Requirements**

1. The web site shall inform users about how to contact the Webmaster.
2. Each web page will contain the date the page was last updated beginning with the date that this policy is adopted by the MSAD #51 Board of Directors.
3. The Webmaster will provide appropriate information to school users regarding technical requirement for publishing material on the web site.

Adopted: 6/17/02

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