Creation and Maintenance of Internet Web Pages

The School District of Bonduel recognizes that the availability of Internet access in our schools provides an educational opportunity for students and staff to contribute to the School District of Bonduel's "Web Pages" on the World Wide Web. The creation of web pages provides a means of two-way communication for the purposes of sharing information with the School District of Bonduel and the world about school curriculum and instruction, school-authorized activities, and other information relating to our schools and our mission; and providing instructional resources for staff and students.

The School District of Bonduel has three major purposes for web page creation:

- <u>Library and Media Communications</u>: to provide links to Internet resources for students and staff in the District.
- <u>Customer Service:</u> to communicate information to students, staff, parents, community members, and others beyond District boundaries about the School District including its policies, programs, and activities.
- <u>Instructional Technologies</u>: to respond to the instructional technology needs of students and staff and to reflect their participation in the development and management of the web site.

Benefits to users from web publishing include access to curriculum-related resources, instant access to current School District information at any hour, and the opportunity to learn valuable new technology skills.

Since the Internet is a global network, the School District of Bonduel is not responsible for the content found on the Internet, cannot guarantee the accuracy of information found on the Internet, and is not responsible for the server or network malfunctions/outages.

<u>CMS4 Schools</u>
The school district of Bonduel contracts with CMS4 Schools to provide the content management service used to create and house our school webpage. The School District of Bonduel is not responsible for any outages, unauthorized access to content, or other issues caused by CMS 4 schools.

<u>Page Creation and Editing</u>
The Director of Information Technology or designee will be responsible for granting and managing all rights to the school website. She/he will assign rights to staff members for various parts of the overall site. Staff with rights assigned to them will have the ability to add and edit content on the portion of the site to which they have access. Staff also assumes responsibility to ensure content of that portion of site is in line with this policy and all School District of Bonduel policies.

All staff either required or requesting access to portions of the site will be required to maintain that page to meet the minimum requirements set forth by administration. The staff members will have control and responsibility for all content on that staff homepage and all links and/or pages added to that homepage.

Students wishing to contribute to a web page on the School District of Bonduel Web Site will need to have access granted by the director of technology after they are sponsored by a staff member. Staff members sponsoring student contributors will be responsible for monitoring the content of the student pages to meet all criteria outlined in this policy.

Content Standards for Web Pages
Subject Matter
All subject matter on School District of Bonduel web pages and their links must relate to Board approved curriculum and instruction, school-authorized activities, or information about the School District of Bonduel or its mission, and be in compliance with all School Board policies and applicable laws. Staff or student work may be published only as it relates to a class project, course, or other school-related activity. Students, staff, and other individuals may not use the District's web pages to provide access to their personal web pages on other servers or online services. Staff and students are allowed to link to or otherwise utilize outside web pages on other servers or online services if using them to provide content that meets the standards set forth in this policy.

Building administrators, the Director of Technology, and the District Administrator will be the final judges on subject matter acceptable for the School District of Bonduel Website. If unsure if content is appropriate, check with these people prior to publishing.

Quality
All work published on District web pages must contain information that is an accurate and factual representation of official school and/or Board policies, programs, and positions. No personal, non-education-related material may be placed on official District and/or school web pages.

The information must be written clearly and meet appropriate standards of grammar, spelling, punctuation, and usage.

Student and Staff Safeguards
While District policies and related statutes pertaining to "directory information" may allow the release of some personal data about students and staff, we have chosen to establish the following guidelines:

- No Web pages shall contain inappropriate, commercial, or advertising material.
- No Web pages shall link directly to inappropriate material.
- Copyrighted materials, including graphics, must be used in accordance with all copyright laws.
- Students' personal or other email addresses may not appear on Web pages.

- Only school employees' business email addresses are to be published, unless individual staff members choose to publish additional phone or email information for himself/herself only on his/her teacher webpage.
- All pages that are part of the District web site are subject to review to insure they comply with District policies and guidelines.
- Web pages will be removed if they are not in compliance with District policies and guidelines.
- All web pages must be updated in a timely fashion. Outdated pages will be removed.

In order to meet the goal of the district website to: share information with the School District of Bonduel and the world about school curriculum and instruction, school-authorized activities, other information relating to our schools and our mission, and providing instructional resources for staff and students this policy authorizes use of student names, pictures and work in the following manner.

High School Students
The following notice will appear in the high school handbook regarding the publishing of student names, identifiable pictures or likenesses, and student work samples:

PUBLICATION OF STUDENT PHOTOGRAPHS/VIDEO

Photographs of students are routinely published with and without names in the local media and online. Examples consist of sporting events, classroom activities and co-curricular participation. The Shawano Leader and the district website are the two primary areas where material is published. If you do NOT want your child's photograph published and if you prefer that he or she is not included in routine videotaping of classroom activities, special events, or co-curricular activities which may be available online through the district website, you must notify the building principal in writing of said preference.

Elementary and Middle School Students
Use of student names (first name and last initial), identifiable pictures and likenesses, and student work will only be allowed for students who have the attached waiver signed by a parent or guardian. The waiver allows parent/guardian to designate permissions in three categories: student name, student picture or likeness, and student work.

Permission for elementary and middle school students can be revoked for either a specific use or in entirety upon receipt of written request to the building principal.

Policies
The following additional policies apply to electronic transmission:
- Plagiarism and Copyright Laws: Web page authors must comply with legal requirements regarding the use, reproduction, and distribution of copyrighted works. Therefore, no copyrighted information can be placed on a web page except with the written permission from the creator of the work, or otherwise permitted by law. Official trademarks or logos

also may not be placed on school or District web pages without receiving appropriate permission.

- Communication: All communications via the District or school web pages must adhere to standards set for in the District Technology Acceptable Use policy (TAUP), all student handbooks, and School Board policies.
- Misuse: Any deliberate tampering with or misuse of District network services or equipment will be considered vandalism and will be handled as such. The Technology Acceptable Use Policy (TAUP) policy will be enforced where appropriate.

Privacy Issues

Web pages on the Internet are public in nature, as they can be accessed by a variety of people in a variety of locations. Therefore, no confidential information shall be placed on school or District web pages. Before placing any information on a web page related to individual students, web page authors should review all state, federal and local Board policies regarding confidentiality of student records.

Staff directory information published on web pages will include contact information for the work site only, unless staff members choose to post their own private contact information.

Cross References: Technology Acceptable Use Policy
                      Student Directory Data/Information
                      Copyright Policy

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                      April 21, 2014