

## WEBSITE REGULATIONS

### **Website Purpose**

The purpose of the School Department's official website to provide general information about our school system as well as information about educational programs, extracurricular activities and school events. This website is intended to support the educational mission of the schools, to enhance the curriculum and learning opportunities for students and staff, and to inform the larger community about our schools.

The website is an outlet for the official message of the School Department and is not a forum for dissemination of other views. The content of the website shall remain in the exclusive control of the School Department and its School Board and designated agents.

### **Website Structure**

The website includes the following content areas:

1. System-wide information (such as Central Office, Technology, Transportation, Facilities, Food Service);
2. School Board information (such as members, officers, committees, meeting agendas, minutes and policies);
3. School-wide information for each school;
4. Individual department, grade level and/or classroom information (which may include student work and/or teacher-created work and resources);
5. Information about school-sponsored extracurricular organizations;
6. Information about school events and activities;
7. Contact information for School Board members and school staff; and
8. Official positions of the School Board on school-related issues.

### **School Department Authority and Webmaster Responsibilities**

The School Department reserves the right to approve all website content and to edit, delete, or modify any web page content as it sees fit to comply with the intended purposes of the website and these guidelines.

The Superintendent shall designate a Webmaster, who is responsible for maintaining the website, approving all material to be posted on the site, and monitoring all website activities for compliance with Board policies, applicable laws and regulations, and these guidelines.

Only the Webmaster and other authorized school staff shall have password-protected access to the web server to place and remove web pages and content.

### **Website Content**

1. The School Department's website does not create, nor is it intended to create, a public or limited public forum. All materials placed on the website must serve the educational mission of the school and shall support the School Department's official views regarding how best to accomplish the educational mission of the school.
2. Website content is limited to school-sponsored information and activities. No personal student or staff web pages, blogs or other interactive features are permitted on the website.
3. Web page content must comply with Board policies, administrative procedures and school rules.
4. All materials placed on the website must meet academic standards for proper spelling, grammar, content, accuracy and appearance.
5. Content to be posted on the website is the responsibility of the appropriate administrator or designee.

### **Confidentiality of Student Information**

1. The website shall be in compliance with all applicable state and federal 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 any other information made confidential by state or federal law appear on the website. The website 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 website 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.

### **Confidentiality of Staff Information**

1. At no time shall personal information about staff appear on the website (including home address, home telephone number, home e-mail address, birth date, social security number, etc.).

2. Because the School Department's website is maintained in part to enhance communication with students and their families, the school e-mail addresses and/or telephone numbers of staff are published on the website.

### **Copyright**

1. Appropriate permission will be obtained before any copyrighted or trademarked material is used on the website. No copyrighted material may be reproduced, transmitted or stored on the School Department's website without obtaining permission from the copyright owner.
2. Students shall retain the copyright on materials that they create.
3. An appropriate copyright notice will appear with all copyrighted material published on the website.
4. Except for the above exceptions, all web pages and content on the website are the property of and owned by the School Department.

### **Website Design and Accessibility**

The Webmaster is authorized to develop standards for the design and appearance of the School Department's website. These standards will include measures to make web pages accessible to persons with disabilities. School Department information available on the website will also be made available to the public in alternative ways upon request.

### **Advertising**

The School Department's website will not include any advertising, nor will it include any selling activities outside of publicity for school-sponsored and/or approved fundraising activities.

### **Links to External Sites**

1. The School Department's website will not include links to any personal websites of students or staff.
2. The website may include links only to websites that have demonstrated educational value to students, staff and/or the community, as deemed appropriate by the appropriate administrator or designee.
3. The website shall include a disclaimer informing users that links are provided as a convenience, and that the School Department does not endorse these sites or have any responsibility for the content of these sites.

**Additional Requirements**

1. The website shall inform users about how to contact the Webmaster.
2. Each web page shall include the date the page was last updated.
3. The Webmaster will provide appropriate information to school users regarding technical requirements for publishing material on the website.

Cross Reference: IJND – Scarborough School Department Website

Adopted: January 6, 2011

Revised: March 7, 2013