

COMPUTER RESOURCES AND DATA MANAGEMENT REGULATION 8630-R.2 - Web Page Regulations

Johnson City Central School District provides extensive access to the Internet in classrooms and offices affording the opportunity for students and staff to contribute to the school district's presence on the World Wide Web. The district's official website provides information to the world about school curriculum, instruction, school authorized activities, and other general information relating to our schools and our mission. Above all, the web page has an educational focus. Its purpose is to provide information to students, support learning, foster positive technical use and celebrate learning. Internet access for the creation of web pages is provided solely by the district Information Services Department. Creators of web material need to familiarize themselves with and adhere to the following regulations and responsibilities in order to maintain one validated and centralized site and expedite the flow of information in the publishing cycle. Failure to follow these regulations or responsibilities may result in the loss of authoring privileges and/ or other more stringent disciplinary measures. All proposed content should be submitted to Information Services in digital form. Once reviewed and edited to standards, materials will be published to the Johnson City Central School District's official website upon the approval of the Director of Information Services.

Content Approval

The Director of Information Services is responsible for final web page approval. Regular communication between district staff and Information Services is encouraged so that efforts may be coordinated.

Subject Matter

All subject matter on web pages should promote and celebrate student learning; foster positive technical use; relate to curriculum, instruction, school authorized activities and general information that is appropriate for a school environment and of interest to others; and should relate to the school district goals. Commercial, religious or political use is strictly forbidden.

Links

Links to individual student or faculty web pages are also forbidden. Faculty should not be creating independently designed private websites for regular instructional use. Such initiatives should be published on the official district site or via approved district resources and thereby benefit from the safety of the rules and guidelines declared in these regulations.

Documents created for the Web and linked to district web pages will meet the criteria for use as an instructional resource. Any links to district web pages that are not specifically curriculum related will meet the criteria established in the Computer Resources and Data Management Policy #8630. Any other non-curricular materials should be limited to information about other youth activities, agencies, or organizations which are known to be nonsectarian, exclusively devoted to community interests or child welfare, are nonprofit and nondiscriminatory.

Quality

- All web page work must be free of spelling and grammatical errors.
- Documents may not contain objectionable material or point to objectionable material via links. Objectionable material is defined as material that does not meet the standards for instructional resources specified in district policies.
All web pages will be:
 - concise
 - appropriate
 - accurate
 - current and timely
 - consistent in style
- Regarding the question of quality or propriety of web page material, appearance, or content, the judgment of the Director of Information Services will prevail.

Ownership and Retention

All web pages on the district server(s) are the property of the school district. Web page materials will be regularly reviewed for timeliness and content and edited accordingly. Authors will be informed of such changes, thereby given the opportunity to provide content replacement in order to provide continuous support of intended instructional needs. Such arrangements should be made with the Information Services Department on a regular basis.

Student Safeguards

Due to the extent of potential viewership and inherent safety concerns these student safeguards are to be strictly followed:

- Web page documents may include only the first name of a student.
- Documents may not include a student's phone number, address, names of other family members, or names of friends.
- Published e-mail addresses are restricted to staff members or to a general group e-mail address where arriving e-mail is forwarded to a staff member. Alumni may choose to list e-mail addresses for the purpose of organizing annual reunions.
- To publish digital pictures, videos, and audio clips of students, the teacher must first check with the school office or the district office to determine if the student's parents/guardians have objected to such publication through the regular Data Privacy restriction process.
- On-line images with three or more students, such as a class picture, are permitted. Images of fewer than three students may be published as long as parental permission is obtained. Students' images will not be published without the direct permission of the students in that image.
- Web page documents may not include any information which indicates the physical location of a student at a given time, other than attendance at a particular school, or participation in activities.

Intellectual Property Rights

The district must protect individual rights concerning the publishing of student-produced work, such as poems, short stories, and art. Not only should the district have the permission of the student for such publications, but parents must also agree. Before posting student-generated work, schools must take reasonable care that the content of that work is owned solely by the student. Plagiarism in any form is not permitted.

Special care must be made to adhere to all copyright laws. Scanned images from books, downloaded from the Internet or taken from commercial CDs, and other materials protected by copyright law may not be used on the district website without express permission of the owner.

Electronic transmission of materials is a form of copying. As specified in district policy, no unlawful copies of copyrighted materials may be knowingly produced or transmitted via district equipment, including the web server(s).

School Board Policies

All documents on the Johnson City Central School District server(s) must conform to School Board policies and regulations as well as established school guidelines. Persons developing web documents are responsible for complying with these and other policies. Some of the relevant issues and related Board policies include the following:

All communications via the district web pages will comply with the Computer Resources and Data Management Policy #8630. Offensive behavior that is expressly prohibited by this policy includes religious, racial, and sexual harassment and/or violence.

Any student information communicated via the district web pages will comply with Johnson City Central School District's policies on data privacy and public use of school records.

Any deliberate tampering with or misuse of district network services or equipment will be considered vandalism and will be handled in accordance with the Computer Resources and Data Management Policy #8630, the District Code of Conduct, and other related policies.

Staff Sites

The district will provide and maintain a limited web server for staff use. Staff who are developing web curricular content for publication will edit and test the page(s) for accuracy of links, and check for conformance with standards outlined in these regulations. The staff member in charge will be responsible for ensuring the site is updated on a timely basis.

Material on sites reflect an individual's thoughts, interests, and activities. Concern about the content of any page(s) created or linked by students or staff should be directed to the Director of Information Services for review. Content may be removed at the discretion of the Superintendent or his/her designee.

Given the rapid change in technology, some of the technical standards outlined in these regulations may require change throughout the years. Such changes will be made by the Director of Information Services, under the direction of the Superintendent.

Third-Party Web Sites

The district recognizes that web sites are constantly changing with sites being added and removed every day. The district also recognizes that some of these sites may have an educational benefit to students and as such, will entertain requests from staff members on their use in the classroom. Such requests will be reviewed for their benefit by Information Services, building principals and/or the Superintendent.