

Community Relations

SUBJECT: DISTRICT WEBSITE AND STANDARDS AND GUIDELINES FOR WEB PAGE PUBLISHING

The availability of internet access provides an opportunity for staff and students to access information and contribute to the School District's presence on the World Wide Web. In an effort to support the Mission of the School District, the Port Jervis City School District will create and maintain a District Website. This website will serve as a gateway to the District. It will be an avenue for parents, students, and the community to access District information and resources, educational websites, and community resources. In addition, it can be used to showcase innovative student and staff educational projects, presentations, and learning experiences. Publishing on the District's Website will be governed by the guidelines outlined below.

- Website postings must relate to curriculum or instructional matters, school authorized activities or general information of interest to the public pertaining to the District or its schools.
- Staff and students are prohibited from publishing personal home pages or links to personal home pages or links to a site which has objectionable content or material that can be deemed in violation of the District's Website Policy.
- Website postings shall not include a student's telephone number, address or e-mail address, or post information of other family members or friends.
- Staff or student work/information shall be published only as it relates to a school/classroom authorized project, other school-related activity, or special accomplishment.
- Online posting of the District's school bus schedules/routes is prohibited.
- Website postings may not contain maps, floor plans, or virtual tours of district buildings.
- Commercial advertising or marketing on the District Website shall be prohibited.
- Publication of personal information, other than name, of faculty or staff may be done only with the employee's written permission.
- All information posted on the web site must be reviewed and approved by the Website Manager/designee.
- A disclaimer statement about the content of Web Pages must be part of individual sites.

Teacher/Staff Web pages

Creators of Web pages on the District Website must familiarize themselves with the website policies, and adhere to, the policies in order to receive and retain authoring privileges on the District Website or have a page linked to the District Website. In addition to the above policies, creators of teacher/staff pages adhere to the following:

- All teacher/staff web pages must be approved by the District Webmaster before they are linked to the District Website to ensure they comply with the District's Website policy.

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- All web pages should be free of spelling and grammatical errors. It is the web page author's responsibility to proofread all material before it is posted on the website. Should errors be missed, they should be fixed immediately upon discovery.
- Web page authors are responsible for maintaining all links on their page(s) and regularly checking that the links work. Broken links should be immediately fixed or removed. A link to the District home page and teacher's school should also be included on the page.
- Individuals who maintain a web page must include his/her e-mail address on the page to receive questions or feedback about that page.
- All time sensitive or dated materials included on web pages must remain current.
- As indicated above, teacher/staff web pages may not link directly to any objectionable material or an objectionable web site or personal pages that do not relate to the District and/or education.
- Under no circumstance should a teacher or staff members give students his/her website username or password.
- Students will not be identified by name in photograph captions on teacher/staff web pages.
- The template design for the Port Jervis School District teacher/staff web pages is property of the District. The template may only be used if the individual web page is approved by the District and linked to the District web site. Teacher/staff who use this template must agree to delete it when they retire or leave the District.

Release of Student Information

In accordance with the Family Educational Rights and Privacy Act (FERPA) and the Port Jervis School District Policy on Student Directory Information, the District may disseminate on the web identifiable information (such as name, age, grade and photograph) about student honors, awards, achievements and participation in school activities or programs. Parents or an eligible student who do not wish their own or their child's identifiable information disseminated on the District Website must make a specific request in writing to the Superintendent at the District Office. All parents must be informed of these rights under the law.

When student photographs are published on the District Website, students will not be identified by name in the photograph captions. Whenever possible, group photographs or the use of photographs where the student is not easily identifiable will be used.

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Copyright Issues

All employees and students are prohibited from copying materials not specifically allowed by the copyright law, "Fair Use" guidelines, licenses or contractual agreements, or the permission of the copyright proprietor. If copyrighted material is used on a Website posting, a statement must be included indicating that permission has been secured.

All works completed by employees as part of their employment shall be considered "works made for hire" as described in the United States Code Title 17. As such, all work so created is the property of the School District, not the creator of such work, unless there is a written agreement to the contrary.

Required Training

The District shall provide general training on relevant legal considerations and compliance with applicable laws and regulations including copyright, intellectual property, and privacy of student records, as well as relevant District procedures to those staff members and students who are allowed to develop or place material on the District Website.

Consequences for Non-Compliance

Website postings that do not comply with the standards outlined in this Policy are subject to revocation of approval and removal from the District Website.

Faculty or staff posting non-approved or inappropriate material on a school-affiliated Website are subject to the imposition of discipline, including possible suspension or revocation of access to the District's computer network, in accordance with law and applicable collective bargaining agreements. In the case that a violation may constitute a criminal offense, it will be reported to the appropriate authorities.

Students posting non-approved or inappropriate material on a school-affiliated Website are subject to the imposition of discipline, including possible suspension or revocation of access to the District's computer network, in accordance with applicable due process procedures and the District Code of Conduct. In the case that a violation may constitute a criminal offense, it will be reported to the appropriate authorities.

Administrative Regulations will be developed for implementing web publishing guidelines.