SECTION: OPERATIONS

SOUTHERN LEHIGH SCHOOL DISTRICT

TITLE: WEB SITE DEVELOPMENT

ADOPTED: February 9, 2009

REVISED:

	815.1 WEB SITE DEVELOPMENT
Purpose	The availability of Internet access in the Southern Lehigh School District ("School District") provides an opportunity for students and staff to contribute to the School District's presence in the World Wide Web. The School District's web site provides information to the world about school curriculum, instruction, school-authorized activities, and other general information related to our schools and School District's mission.
	The web pages also serve as links to educational resources on the Intranet and Internet for students and staff to access. Internet access for the creation of web pages is provided by the Director of Technology and designee(s). Creators of web pages need to familiarize themselves with and adhere to the following policies and responsibilities. Failure to follow these policies or responsibilities may result in the loss of authoring privileges and a variety of other discipline actions, including but not limited to oral or written reprimands, suspensions with or without pay, and dismissal, on a case-by-case basis. In addition, the School District will cooperate to the extent legally required with the Internet service providers, as well as local, state and federal law enforcement officials.
Authority	The web site, including its content, is the property of the School District. The School District reserves the right to deny access and to track, log and search in order to prevent unauthorized, inappropriate or illegal activity. The School District will cooperate to the extent legally required with the Internet service providers, as well as local, state and federal law enforcement officials in any investigation concerning or related to the misuse of the web site.
Delegation of Responsibility	The Director of Technology or designee will serve as the coordinator to oversee the use of the School District's web site, network and systems, and will work with other regional or state organizations, as necessary.
	The Director of Technology or designee, will serve as the coordinator for the School District's system, will approve activities, insure teachers and students receive proper training in the use of the web site and the

	requirements of this policy, maintain executed agreements, and be responsible for interpreting the School District's acceptable use policy, web site policy including web site privacy and terms of use, copyright policy, document retention and destruction policy, and data breach policy in collaboration with the Superintendent. Students and staff members may request that specific content, including but not limited to, curriculum information, educational articles, School District data, school-related activities, and School District events, be placed on the School District's web site. Such requests must be submitted to the supervising administrator or building principal, who will review and approve or deny the request. If approved, the administrator or building principal will send this request to the webmaster, the Director of Technology or designee for approval. The Superintendent of the School District will be the final decision maker, if necessary. Access codes to upload pages will be assigned to designated personnel by the Director of Technology or a designee. No personal pages for employees and students are permitted on the School District's web site. Teachers may request a Teacher web site. Before a teacher web site will be made 'live' the teacher must complete training including but not limited to, School District web site policies and procedures, copyright information and software used to create the web site. Teachers are responsible for all information on their Teacher web site. The Director of Technology, Building Principals or designee will monitor Teacher web sites. The Superintendent of the School District will be the final decision maker, if necessary. No other agency or organization or educational institution may maintain a presence on the School District web site without the knowledge and approval of the Director of Technology or a designee. The web site is for School District use only.

Guidelines	1. **Operation and Management**
	
	    The Director of Technology or designee is ultimately responsible for the operation and management of the design, function, maintenance, use, technical, regulatory, content and compliance aspects of the web site. All personnel and students are responsible for following the web site guidelines below.
	
	    Network traffic is monitored to insure that the service remains available and complies with the law and policies. Attempts to upload or change information, or otherwise cause damage to the School District services is strictly prohibited and punishable under applicable laws and policies.

2. **Content Standards**

   a. **Access and Publication**

      1) The Director of Technology or designee shall have the authority and responsibility, but not the obligation, to review, approve, post, add, delete, and modify pages to the site, and with other administrators, develop administrative guidelines for this policy. The Director of Technology or designee shall determine personnel and means for accomplishing these tasks. These personnel shall be trained in the School District web page policies and guidelines.

      2) Publishers who have content publication requests denied or who have content removed from a web page first may appeal to the Director of Technology or designee, then to the Superintendent of the School District to have the content placed or reinstated on the web site. The content in question shall remain unpublished until the review process is completed.

      3) Publishing web pages on the School District server(s) or hosted web site is a privilege not a right.

   b. **Content Accuracy**

      1) The Director of Technology or designee will make every effort to insure that the online information is accurate, true, and up-to-date to the best of the ability of the School District. There is no absolute guarantee that the web site content is the most updated version given the rapid changes of today, and the numerous sources contributing content to the web site.

      2) While every effort has been made to insure that the content, information, and material on the School District's web site are accurate, true and up-to-date, users are advised to check with the School District's technology department on the most updated information regarding communications and services before relying on them or making a decision.

   c. **Limitation of Liability**

      The material and information contained on or obtained from the School District's web site are distributed "as is" and "as available" without warranties of any kind, either expressed or

implied, including without limitation, warranties of title or implied warranties of merchantability of fitness for a particular purpose. Information contained on the School District's web site, including information obtained from external links thereon, is provided without any representation of any kind as to accuracy or content and should be verified by the user. The School District is not responsible for any special, indirect, incidental or consequential damages that may arise from the use of, or the inability to use, the web site and/or the materials contained on the site whether the materials contained on the web site are provided by the School District, or by a third party. Data contained on the web site are subject to change without notice.

d. Subject Matter

1) All subject matter on the School District's web pages must relate to the School District and be approved by the School District.

2) The Director of Technology or designee is responsible for coordinating the School District's web pages and will determine the structure. Staff members approved for access will be given access passwords by the Director of Technology or designee. Any student access provided will require a sponsoring staff member and will not be published until reviewed and approved by the building Principal, webmaster, sponsoring staff member, or Director of Technology or designee. All web pages created by approved School-sponsored endorsed groups will also require review and approval before being published.

   a) Material by individuals, groups and student organizations on web pages must relate to educational thoughts, interests, and activities, must be educational, and is subject to the principal's review. Such web pages do not implicitly or explicitly represent the School District's position, or policy, nor are they endorsed or sanctioned by the School District. By posting information on the School District web site, individuals assume responsibility and liability for the content of their pages.

   b) School District sponsored or endorsed groups such as PTA, PTG, Booster Clubs, Educational Foundation, Alumni groups etc. who are granted web pages on the School District web site must comply with all items

contained in this and all other School District policies. Contact information for adult officers of these groups may be included on the group's web site only if written permission from the individual adult officer is provided. The School District is not responsible for any special, indirect, incidental or consequential damages that may arise from the information or materials contained on the site.

c) Individuals are solely responsible for obtaining appropriate permission to include copyrighted materials or images on their pages; the School District assumes no responsibility for individual's failure to fulfill this responsibility. Any comments or feedback should be addressed to the individual responsible. Concern about the content of any page(s) created by students or staff should be directed to the Director of Technology or designee.

e. **Links to Content**

1) Any links must relate to professional, non-profit, educational organizations that are appropriate, or they must relate to the School District. No other links may be included on the School District's web site.

2) Web page links may not include entities whose primary purpose is commercial or political advertising, nor may they contain endorsements or preferential treatment on products or on political advertising.

3) The web site must state:

"The links on this web site will let you leave the School District web site. The linked sites are not under the control of the School District, and the School District is not responsible for the content or accuracy of any linked site or any link contained in a linked site, or any changes or updates to such sites. The School District is providing these links to you only as a convenience, and the inclusion of any link does not imply endorsement of the site by the School District."

4) Students, staff, and individuals may not use the School District's web pages to provide access to their personal pages on other servers or online services. Neither the School District nor technical services personnel will provide

technical support for personal web pages. Only the approved School District web software or the approved hosted web site will be used for all school related pages sponsored by the School District.

5) No link may be made to inappropriate material as defined in the School District's Acceptable Use Policy.

6) No link may be made to advertising, commercial, and political lobbying web sites or pages.

7) Information on Board-approved fundraising and other activities by approved District-sponsored groups may be included on the District-sponsored group's web pages, but will not be included on other pages on the School District web site including but not limited to the District news, calendar or main page. Information on fundraising activities and events that are determined to benefit the entire District and not reserved to benefit a limited group, may be placed on the District web site with approval. Appropriateness of these exceptions will be determined by the Director of Technology in consultation with the Superintendent.

f. Quality

1) All web pages must be timely, accurate, accessible and well presented, this includes being free of spelling and grammatical errors. All content published on the web site must meet standards of spelling, grammar, adequate research, or other qualitative measures.

2) Documents may not contain any obvious or hidden objectionable material or link to such objectionable material. *Objectionable material* is defined as material that does not meet the standards for instructional resources specified in any and all School District policies.

3) The judgment of the Director of Technology or designee, or School District administration will prevail when questions of quality or propriety of web page material, appearance or content are asked.

g. Ownership and Retention of Content

Content Created by School District Students and Employees

1) The web site, its content and all web pages created by

students and employees located on the School District's server(s) or hosted web site, are the property of the School District, shall remain the property of the School District and may not be sold, transferred, licensed, leased, or otherwise distributed outside of the School District without the Superintendent's approval.

2) Students and employees must warrant to the School District that they secured the necessary consents, releases and licenses for the use of content, including without limitation, text, pictures, audio, video, logos and copy distribution, display, performance over the World Wide Web and to create derivative works.

3) A copyright notice must be placed on all copyrightable, intellectual and artistic publications placed on the web site.

Content Created by Third Parties

1) The School District is in no way responsible for the accuracy, truth, completeness and timeliness of the information whose intellectual property belongs to or is supplied by third parties.

2) The School District is not directly or indirectly liable for any damage or injury (financial or non-financial) caused to anyone due to his/her reliance on third party information. If such information is supplied by someone else (such as name, address, phone number and other information), it will be subject to privacy law and regulations and will not be disclosed to any unauthorized party without the consent of the individual concerned.

3. **Software**

a. Students and employees are prohibited from downloading, duplicating and/or distributing the software and custom code (source code and object code) including any derivations or modifications or from using it for any purpose without the consent of the Director of Technology.

b. Web pages may be deleted when a student graduates or employee moves unless prior arrangements have been made with the Director of Technology or designee.

c. The School District shall maintain a backup copy of the web site that includes both the object code and source code versions,

and at least one copy of all specifications and documentations of the web site.

4. <u>Student Safeguards</u>

a. Web page documents may include only the first name or first name and the initial of the student's last name if consent is provided by the parent(s). No additional personal information on a student may be published.

b. Documents may not include a student's phone numbers, home address, name or other family members, or names of friends.

c. Web page documents may not include any information that indicates the physical location of a student at a given time, other than participation in School District activities.

d. Photographic images and the voices of students in any form, including video and audio clips, may not be published on any server accessible beyond the firewall border of the School District without parental consent. Internal web servers are excluded from this proviso.

e. Submissions of student work, including but not limited to, quotes, written material, graphics and artwork for publication on the web site shall require permission of the parent or guardian. If replies to published student work are appropriate, the sponsoring teacher's address must be the e-mail address displayed, not the student's.

f. No information may be posted on the web site for students whose parents have not provided written consent.

g. Published e-mail addresses shall be restricted to those of staff members and shall be limited to School District provided e-mail addresses. Images of a staff member may be published only with the consent of the staff member. Caution should be exhibited in identifying a teacher with specific students.

h. Posted student work must relate to class projects, course or other school-related information activity and any posting is subject to copyright and student records legal requirements.

i. Group photographs (without any individually identifiable identity) may be used to share School District activities.

5. **School Board Policies**

All information on the School District's server(s) and/or hosted web pages must comply with School Board Policies and Regulations, as well as established school guidelines. Copies of Board Policies are available in the Central Administration Office. Persons under the control of the School District who develop or maintain web documents are responsible for complying with the policies, and the applicable laws. Some of the relevant issues and related Board Policies include the following:

a. Electronic transmission of materials is a form of copying. As specified in the School District's Copyright Policy, no unlawful copies of copyrighted materials may be knowingly produced or transmitted via the School District's equipment, including its web server(s) and/or hosted web pages. In all aspects of the use of the web site, copyright laws must be followed.

b. Documents created for the web site and linked to School District web pages must meet the criteria for use as an instructional resource within the School District's curriculum.

c. Persons under the control of the School District who link to School District web pages that are not specifically curriculum-related must meet the criteria established in this policy and in the School District's Acceptable Use Policy.

d. All communications throughout the School District web pages must comply with the School District Acceptable Use Policy, the School District Student Discipline Policy, and all other School District policies. If the Director of Technology or designee has any doubt about compliance with the laws, (s)he should contact the Superintendent of the School District and, if appropriate, the solicitor for information, advice and guidance.

e. Student information communicated through the School District web pages must comply with School District policies on data privacy and the Collection, Maintenance and Dissemination of Student Records.

f. Any deliberate tampering with or misuse of School District web site services, equipment, and/or web pages hosted by a third-party will be considered vandalism and will be handled in accordance with the School District's Acceptable Use Policy, the School District Student Discipline Policy, and other relevant policies, and applicable law.

g. Linking from the School District web site, including but not limited to, hyperlinking, framing, and deeplinking, may violate the law and may be offensive to the School District's quality of its web site. Any consideration of the use of "frame" technology to connect to external sites must be reviewed considering its legality before establishing such links. Developers may not violate the copyrights, trademarks and the patents of others, and must comply with the School District's Copyright Policy.

6. **Technical Standards**

In the interest of using information technology to communicate clear, efficient, and effective messages, the web site must be maintained with a consistent identity, professional appearance, and for ease of use and maintenance. The following technical standards are established for all School District web pages. Each web page added to the School District web site must contain certain common elements.

a. If the web site collects any information about usage or other log files, visitors shall be notified of what information is collected, why it is collected, and how it is used. If information is collected, the School District may not sell or give any of the information to any other person or entity, unless permitted by law or with the consent of the parent(s). The School District may choose to not collect any information from visitors.

b. The basic School District home page will have a common architecture as outlined below:

1) the mission statement

2) a Webmaster e-mail link

3) a calendar of events

4) pertinent information for contacting staff

5) a link to return to the School District's page

6) a link to the web site Terms of Use and Privacy Policy

c. On each page, there must be a link that returns the user to appropriate points in the School District web pages. This would normally be through a return to the School District home page, school building, or use of a back button on the browser.

d. The School District home page must include a copyright statement for all succeeding pages within the entire School District site.

Designed and maintained by:

webmaster@slsd.org

©(Year) School District

e. The School District may develop additional consistency standards as the need arises.

f. The School District shall determine the software used for web site development and all web pages shall use the designated software.

g. The authorized designee who is publishing a final web page(s) for herself or himself, or for a student, will edit and test the page(s) for accuracy of links, and check for conformance with standards outlined in this policy. In addition, the contributor will assume responsibility for updating the links as needed.

h. All web pages must be given names that clearly identify them. The names of all documents shall coincide with current School District naming practices and structures.

i. Pages may not contain links to other pages that are not yet completed. If further pages are anticipated but not yet developed, the text that will provide the link should be included but may not be made "hot" until the further page is actually in place.

j. All graphics should be in GIF or JPEG format. Other formats, including sound or video, may be used only and after consultation with the Director of Technology or designee.

k. Web pages may not contain any student e-mail address links. No survey links or any other type of direct-response links may be included on web pages without permission from the Building Principal or Director of Technology or designee.

l. All School District web site publications will reside solely on the School District's web server or hosted web server. All web pages shall be linked to other School District pages in relation to their current location on the server(s).

m. Final decisions regarding access to active web pages for editing content or organization will rest with the Superintendent of the School District and the Director of Technology or designee, with input from Administrative staff.

n. Web page design and content shall follow the design features and appropriate content identified in the web site training materials.

o. Metatags and metadata may be used on key pages to help the pages to be found with search engines and to also be correctly annotated in the search summary.

p. Web pages should be designed with everyone in mind, including people with no or low vision, deafness, learning disabilities or color blindness. Consideration of all users must be made, including those using assistive technologies, such screen readers or Braille readers.

q. Given the rapid change in technology, some of the technical standards outlined in this policy may require change throughout the year. The Director of Technology or designee will suggest changes with the approval of the Superintendent of the School District, as needed. This Web Site Development Policy will be updated by the School Board on an as needed basis.

The Director of Technology or designee will annually conduct a web site audit to check the system and processes, facilities, security measures, operation implementation, access, resources utilized, and whether the web site complies with and does not breach any relevant laws.

Questions regarding web site development information may be directed to the Director of Technology or designee at: webmaster@slsd.org.