

SOUTHERN LEHIGH SCHOOL DISTRICT

SECTION: OPERATIONS

TITLE: SCHOOL DISTRICT WEBSITE

ADOPTED: February 9, 2009

REVISED:

815.1 SCHOOL DISTRICT WEBSITE	
<u>Purpose</u>	<p>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 on the internet. The School District’s website 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.</p> <p>The websites also serve as links to educational resources for students and staff. Creators of school district and district-affiliated websites need to familiarize themselves with and adhere to this policy. 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.</p>
<u>Authority</u>	<p>District websites, including their 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 District also regularly monitors all District websites to ensure compliance with this and other school district policies.</p>
<u>Delegation of Responsibility</u>	<p>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.</p> <p>The Director of Technology or designee, will serve as the coordinator for the School District’s websites, will ensure teachers and students receive proper training in the use of the website and the requirements of this policy, WCAG 2.0 (Web Content Accessibility Guidelines), 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.</p>

<p><u>Guidelines</u></p>	<p>Students and staff members may request that specific content be placed on the School District’s website. 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, the Director of Technology or designee for publishing. The Superintendent of the School District will be the final decision maker of all school district website content, if necessary. No personal pages for employees and students are permitted on the School District’s web site except as follows.</p> <p>Teachers may request a Teacher website. Before a teacher website will be made ‘live’ the teacher must complete training on this policy, copyright, WCAG 2.0, and the software used to create the website. 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.</p> <p>No other agency or organization or educational institution may maintain a presence on the School District website without approval of the Director of Technology or a designee. The school district website is for School District use only.</p> <p>1. <u>Operation and Management</u></p> <p>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 website guidelines below.</p> <p>2. <u>Content Standards</u></p> <p>a. <u>Access and Publication</u></p> <p>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 this policy and guidelines.</p> <p>2) Publishers who have content publication requests denied or who have content removed from a web page first may</p>
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	<p>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.</p> <p>3) Publishing websites hosted by the School District is a privilege not a right.</p> <p>4) All content published on school district websites must comply with WCAG 2.0 standards regarding accessibility for individuals with disabilities.</p> <p>b. Content Accuracy</p> <p>The Director of Technology or designee will make every effort to ensure that the online information is accurate, true, and up-to-date to the best of the Director’s ability. However, there is no guarantee that the website content is the most updated version given the rapid changes of today, and the numerous sources contributing content to the web site.</p> <p>c. Limitation of Liability</p> <p>The material and information contained on or obtained from the School District’s website 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 website, 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 website 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 website is subject to change without notice.</p> <p>d. Subject Matter</p> <p>1) All subject matter on the School District’s website must relate to the School District.</p>
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	<p>2) The Director of Technology or designee is responsible for coordinating the School District’s website and will determine the structure of the site. 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 websites created by approved School-sponsored endorsed groups also require review and approval before publication.</p> <p>a) Material on school district websites must relate to educational thoughts, interests, and activities, must be educational, and is subject to review. Individual 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.</p> <p>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 website must comply with all items contained in this and all other School District policies.</p> <p>c) Individuals are solely responsible for obtaining appropriate licenses to include copyrighted images, videos, or other materials on their web pages. The School District assumes no responsibility for an individual’s failure to fulfill this responsibility. <u>Southern Lehigh School District’s Director of Technology or designee serves as the DMCA (Digital Millennium Copyright Act) Takedown Contact.</u></p> <p>e. Links to Content</p> <p>1) Any links from school district websites must relate to the school district, or to non-profit educational websites.</p> <p>2) No links to commercial websites, to political websites, or to other non-educational websites are permitted on the District’s website.</p>
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- 3) Prior to linking to external content, the District’s website must warn the user:

“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) 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 website 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 website with approval. Appropriateness of fundraising activities publication will be determined by the Director of Technology in consultation with the Superintendent.

f. Ownership and Retention of Content

- 1) The website, its content, and all web pages created by employees and authorized volunteers, 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 without the Superintendent’s approval.
- 2) A copyright notice shall be placed on all material subject to a copyright by a student or other authorized individual prior to publication.

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. The School District shall maintain a backup copy of the website that includes both the object code and source code versions, and at least one copy of all specifications and documentations of the website.

4. Student Safeguards

- 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).
- 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 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.

	<p>Questions regarding web site development information may be directed to the Director of Technology or designee at: webmaster@sbsd.org.</p>
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