

Adopted: May 27, 2003
Revised:

INDEPENDENT SCHOOL DISTRICT NO. 761
OWATONNA, MINNESOTA

426 DISTRICT WEB SITE POLICY

I. PURPOSE

The availability of Internet access in District 761 schools provides an opportunity for students and staff to contribute to the School District's presence on the World Wide Web. The primary purpose of the District's Web Site is to provide information to the world about school curriculum, instruction, school-authorized activities, and other general information relating to our schools and our District's mission. The pages will also serve as a link to educational resources on the Internet for students and staff to access. Authorized Web contributors 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 or other disciplinary measures.

II. CONTENT STANDARDS

- A. Building Administrators, Director of Information Systems and the Web Coordinator are responsible for web page approval.
- B. The host level for pages shall have the authority and responsibility to review, approve and post pages to the site. Each host level shall determine its personnel and means for accomplishing these tasks. Said personnel shall be trained in the district web page policies and guidelines.
- C. Publishers who have content publication requests denied or who have content removed from the web site may appeal to have the content reinstated. The content in question shall remain unpublished until the review process is completed.
- D. The Superintendent and/or the Superintendent's designee shall have the ability to veto or remove any content at any time.

III. SUBJECT MATTER

All subject matter on the web site should relate to curriculum, instruction, school-authorized activities, general information that is appropriate and of interest to others, or it should relate to the School District, or the schools within the District. Staff or student work may be published only as it relates to a class project, course, or other school-related activity.

IV. QUALITY

Every effort must be made to ensure all web work must be free of spelling and grammatical errors. Documents may not contain objectionable material or link to objectionable material. Objectionable material is defined as material that does not meet the standards for instructional resources specified in District policies

V. OWNERSHIP AND RETENTION

All web pages on District servers are property of the School District. Outdated web pages and/or files will be deleted periodically during routine file maintenance unless prior arrangements have been made.

VI. STUDENT SAFEGUARDS

- A. Web page documents may include student's first name only.
- B. Documents may not include a student's phone number, address, or names of other family members or friends.
- C. 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.
- D. Photographic images of students in any form, including video clips, cannot be published without the permission of a parent or guardian.
- E. Submissions of student work for publication on any web server requires permission of a parent or guardian.
- F. Staff members name, teaching assignment, photo, email address, and telephone number may be published. Photos of staff members can be published only with permission of the staff member in question.

V. SCHOOL BOARD POLICIES

All documents on District 761 servers must conform to School Board Policies and regulations as well as established school guidelines. Persons developing or maintaining web documents are responsible for complying with these and other policies. Some of the relevant issues and related Board Policies include the following:

- A. Copying copyrighted or trademark material including software without the permission of the owner or proper license is prohibited.

- B. All communications via the District web site will comply with the District Internet/E-Mail Acceptable Use Policy.
- C. Any student information communicated via the District web site will comply with District 761 policies on Data Privacy.
- D. Any deliberate tampering with or misuse of District network services or equipment will be considered vandalism and will be handled accordingly.
- E. The access, display, storage, or transmission of pornographic materials or other information whose political, sexual, racial, religious, or other content that could be considered offensive by students, employees, or parents is strictly prohibited.

VI. TECHNICAL STANDARDS AND CONSISTENCY

Each page added to the District web site must contain certain elements that will provide general consistency throughout the site.

- A. Users are discouraged from creating web pages with extensive tiled backgrounds or large graphics that would adversely effect Web performance.
- B. Any graphics, sounds, or video used on web pages must conform to the format currently used by the District.
- C. Web pages may not contain any student e-mail address links.
- D. Redundant information shall be avoided, as this is an annoyance to users and wastes valuable server space. Individual and Department web pages will not duplicate information provided in District maintained areas such as staff directories, newsletters, calendars etc.

VII. OTHER

Material posted on Owatonna Public Schools Web site is a direct reflection of our School District and in many cases will be a person's first impression of our organization. It is imperative that the web site be current, professional, and performs optimally.

Cross References: Policy 524 (Internet Acceptable Use Policy)
Policy 515 (Protection and Privacy of Pupil Records)