

SECTION: OPERATIONS

TITLE: WEB SITE DEVELOPMENT

ADOPTED: October 28, 2008

REVISED:

PARKLAND SCHOOL DISTRICT

816. WEB SITE DEVELOPMENT	
1. Purpose	<p>The availability of Internet access in the Parkland Area 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.</p>
2. Authority	<p>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 Information Systems 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 possible disciplinary action and will be handled 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> <p>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.</p>
3. Delegation of Responsibility	<p>The Director of Information Systems 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>
Pol. 801, 814, 815, 830	<p>The Director of Information Systems will serve as the coordinator for the school district's system, will approve activities, ensure teachers and students receive proper training in the use of the web site and the requirements of this policy, maintain</p>

<p>4. Guidelines</p>	<p>executed agreements, and be responsible for interpreting the school district's acceptable use policy, web site policy, copyright policy, document retention and destruction policy, data breach policy, web site privacy policy and web site terms of use.</p> <p>Students and teachers 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 District Webmaster, who will review and approve or deny the request. The Director of Information Systems 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 Information Systems. No personal pages for employees and students are permitted on the school district's web site. All content posted must have an educational focus.</p> <p>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 Information Systems. The web site is for school district use only.</p> <p><u>Operation And Management</u></p> <p>The Director of Information Systems 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.</p> <p>Network traffic is monitored to ensure 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 servers, are strictly prohibited and punishable under applicable laws and policies.</p> <p><u>Content Standards</u></p> <p>1. Access and Publication –</p> <p>a. The Director of Information Systems 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 Information Systems shall determine personnel and means for accomplishing these tasks. These personnel shall be trained in the school district web page policies and guidelines.</p>
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- b. Publishers who have content publication requests denied or who have content removed from a web page first may appeal to the Director of Information Systems, then to the Superintendent of the school district or designee to have the content placed or reinstated on the web site. The content in question shall remain unpublished until the review process is completed.
- c. Publishing web pages on the school district server(s) is a privilege not a right.

2. Content Accuracy –

- a. The Director of Information Systems will make every effort to ensure 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.
- b. While every effort has been made to ensure 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 Information Systems department on the most updated information regarding communications and services before relying on them or making a decision.

3. 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.

The following disclaimer should appear on the homepage of the district web site and also on the homepages of teacher web sites provided by the district:

“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.”

4. Subject Matter –

All subject matter on the school district’s web pages must relate to the school district and be approved by the school district.

The Director of Information Systems 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 Information Systems and/or designee.

- a. Material by individuals 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. Individuals are solely responsible for obtaining appropriate permission to include copyrighted materials or images on their pages; the school district assumes no responsibility for individuals’ 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 Information Systems.

5. Links to Content –

- a. 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.
- b. 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.

<p>Pol. 815</p>	<ul style="list-style-type: none">c. 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.d. No link may be made to inappropriate material as defined in the school district’s Acceptable Use Policy.e. No link may be made to advertising, commercial, and political lobbying web sites or pages. <p>6. Quality –</p> <ul style="list-style-type: none">a. 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.b. 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.c. The judgment of the Director of Information Systems or school district administration will prevail when questions of quality or propriety of web page material, appearance or content are asked. <p>7. Ownership and Retention of Content –</p> <p><i>Content created by school district students and employees</i></p> <ul style="list-style-type: none">a. The web site, its content and all web pages created by students and employees located on the school district’s server(s), 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 Director of Information Systems’s approval.b. 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.
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- c. A copyright notice must be placed on copyrightable, intellectual and artistic publications placed on the web site.

Content created by third parties

- a. 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.
- b. 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.

Software

1. 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 Information Systems.
2. Web pages may be deleted when a student graduates or employee moves unless prior arrangements have been made with the Director of Information Systems or designee.
3. 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 (1) copy of all specifications and documentations of the web site.

Student Safeguards

1. 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)/guardian(s).
2. Documents may not include a student's phone numbers, home address, name or other family members, or names of friends.
3. 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.

4. 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.
5. Submissions of student work, including but not limited to, quotes, written material, graphics and artwork for publication on any non-school district server shall require permission of the parent/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.
6. Published e-mail addresses shall be restricted to those of staff members. 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.
7. 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.
8. Group photographs (without any individually identifiable identity) may be used to share school district activities.

School Board Policies

All information on the school district's server(s) 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:

Pol. 814

1. 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). In all aspects of the use of the web site, copyright laws must be followed.
2. The basic school district home page will have a common architecture as outlined below:
 - a. The mission statement.

- b. A webmaster e-mail link.
 - c. A calendar of events.
 - d. Pertinent information for contacting staff.
 - e. A link to return to the school district's page.
3. At the bottom of the 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 or use of a back button on the browser.
 4. The school district home page must include a copyright statement for all succeeding pages within the entire school district site.

Designed and maintained by:
Name – address@parklandsd.org
©(Year) School District
 5. The school district may develop additional consistency standards as the need arises.
 6. Standard formatting will be used and browser friendly HTML editors or word processor programs that save files as HTML files may be used.
 7. The authorized designee who is publishing a final web page(s) for her/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.
 8. 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.
 9. 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.
 10. All graphics should be in GIF, JPEG or PNG format.
 11. Web pages may not contain any student e-mail address links.

12. All school district web site publications will reside solely on the school district's network server. All web pages shall be linked to other school district pages in relation to their current location on the server(s). All web pages for the school district will be located on one (1) web server.
13. Final decisions regarding access to active web pages for editing content or organization will rest with the Director of Information Systems with input from administrative staff.
14. 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.
15. Web pages should be designed with everyone in mind, including people with no or low vision, deafness, learning disabilities or color blindness. Be considerate of all users, including those using assistive technologies, such screen readers or Braille readers.
16. Given the rapid change in technology, some of the technical standards outlined in this policy may require change throughout the year. The Director of Information Systems will make changes with the approval of the Superintendent of the school district, as needed. This Web Site Development Policy will be updated on an as needed basis.

The Director of Information Systems 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 Information Systems and/or the Superintendent or designee.

References:

Board Policy – 801, 814, 815, 830