

Web Page Guidelines

The availability of Internet access at Elementary School District 20 provides an opportunity for students and staff to contribute to the school district's presence on the World Wide Web. The District's Web sites provide information to the world about school curriculum, instruction, school-authorized activities, staff and student accomplishments, and other general information relating to our schools and both our schools' and our district's mission. Internet access for the creation of Web pages is provided by the Technology Coordinator and his/her designees.

Creators of Web pages need to familiarize themselves with and adhere to the District's Web guidelines as currently drafted or hereafter amended. Failure to follow these guidelines may result in the loss of authoring privileges or other more stringent disciplinary measures.

Content Standards

The building principal will make the initial decision to approve or disapprove a Web page for publication. The Technology Coordinator and other district administrators are responsible for any appeals made regarding Web page approval. No page may be posted on the District's Web Sites without approval from the above personnel.

Subject Matter

Section A: All subject matter on Web pages must be related to curriculum, instruction, school-authorized activities, general information that is appropriate and of interest to others, or it should be related to the School District or the schools within the District. Accordingly, neither staff nor students may publish Web pages for personal use or for other individuals or organizations not directly affiliated with the School District or the Elementary School District 20's computer system or on its Web site. Staff and student work may only be published as it relates to a class project, course, or other school-related activity.

Section B: All subject matter on Web pages must be free from spelling and grammatical errors. Documents may not contain objectionable material or point (link) to objectionable material. Objectionable material is defined as material which includes vulgar, lewd, hateful, or harassing language. Regarding the questions of quality or propriety of Web page material, the judgment of the Technology Coordinator and building and district administrators will prevail.

Ownership and Retention

All Web pages posted on the District's Web site become property of the School District, which reserves the right to delete and remove any pages that are out of date, found objectionable under Section B above, or that are inappropriate for the school's computer system.

- Web page documents may only contain the first name and the initial of the last name of students. Documents may not include a student's phone number, address, last names of family members, or last names of friends.
- Documents may not include a student's phone number, address, last names of family members, or last names of friends.
- Published e-mail addresses are restricted to staff members or to a general group e-mail address where arriving e-mail is forwarded to a staff member.
- Decisions on publishing student pictures (video or still) and audio clips are based on the supervising teacher's judgment. The teacher must first check with the school office or the District office to determine if the student's parents/guardians have objected to such publication through the regular Data Privacy restriction process.
- Web pages must 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 school-related activities.

School Board Policies

All documents posted to the District's Web site must conform to School Board policies and regulations as well as established school guidelines and the District's Acceptable Use Policy. Copies of policies are available in school offices. Persons developing or maintaining Web documents are responsible for complying with these and other policies. Some of the related issues include the following:

- Electronic transmission of materials is a form of copying. No unlawful copies of copyrighted materials may be knowingly produced or transmitted via the District's equipment.
- Documents created for the Web and linked to District Web pages will meet the criteria for use as an instructional resource.
- Any links to District Web pages that are not specifically curriculum-related will meet the requirements of the District's Acceptable Use policy. Any other non-curricular materials should be limited to information about other youth activities, agencies, or organizations exclusively devoted to community interests or child welfare, are non-profit and non-discriminatory. Web page links may not include entities whose primary purpose is commercial or political advertising.
- Any person who places, or causes to be placed, on the District's computer system or Web site material which induces or incites others to action, or advocates for religious persecution, racial or gender discrimination, sexual harassment, physical violence, or threatening behavior, is subject to disciplinary action, and the District may report such conduct to the local law enforcement agency for possible criminal investigation.
- Any student information communicated via the District Web pages will comply with the Elementary School District 20's policies on Data Privacy and Public Use of School Records and the Permission to Publish form signed by students' parents/guardians.
- Any deliberate tampering with or misuse of the District's network services or equipment will be considered vandalism and will be handled in accordance with the District's Acceptable Use policy and any other related policies.

Each Web page added to the District's Web site(s) must contain the following elements in order to provide general consistency:

- All Web pages must be submitted to the Technology Coordinator or building or district administrators for review prior to their posting on the Internet.
- No computers other than the assigned building Web servers shall be configured as Web/FTP servers.
- Users must exhibit care when creating Web pages to ensure that their files do not require extensive download time.
- The authorized personnel, usually the Technology Coordinator or his/her designees, will edit and test the page for accuracy of links and for conformance with standards outlined in this policy.
- Web pages may not contain links to other Web pages which are not completed.
- Web pages may not contain any student e-mail links or any survey-response links.
- All Web pages must be given names which clearly identify them. The names of all documents shall coincide with District naming practices and structures.
- Any graphics, sound, or video used on Web pages must conform to the format currently used or approved by the District.
- All Web pages shall be linked to the District's home page and/or to any other related page.
- Additional consistency standards will be developed by the District as the need arises.
- Final decisions regarding the posting of pages, editing of pages, and removing pages will rest with the Technology Coordinator, his/her designee, or the building or district administration.

Other

- Material on Web pages reflects an individual's thoughts, interests, and activities. Such Web pages do not, in any way, represent individual schools or Elementary School District 20, nor are they endorsed or sanctioned by the individual school or District. Concern about the content of any page should be directed to the building principals or the Technology Coordinator or other district administrators.
- Given the rapid change of technology, the technical standards outlined in this policy may require change throughout the year. The Technology Coordinator, with the approval of the Superintendent, will make necessary changes. These Web Page Guidelines will be updated on a regular basis.