

GRANITE FALLS SCHOOL DISTRICT

INSTRUCTION

POLICY 6077: Website Use and Content Development

The Granite Falls School District recognizes the value of web sites as informational and educational tools. A school web site provides the District with unique opportunities to interact with the community, improve student learning, improve community relations, foster creativity, and demonstrate student achievement. The District will create and maintain a web site for the following purposes:

- To support the District's Strategic Plan;
- To give the community a means to communicate effectively with schools and personnel;
- To serve as a communication tool regarding classroom activities for students and their families;
- To allow the District and individual schools the opportunity to provide current and complete information to its students, parents, staff, and community;
- To provide the community with information about District policies, curricular and extra-curricular programs, opportunities for students, student and staff achievements, calendars, lunch menus, school schedules and operations, employment opportunities, and more;
- To provide new avenues for teachers to help students meet high standards of performance.

Certain standards will govern the posting of information on the District's web site:

- Web pages must serve one or more of the District's stated purposes above;
- Web page content and construction must comply with all applicable federal, state and local laws as well as policies established by the District;
- Web pages must reflect high standards of content, design, respectability, and appropriateness for the Granite Falls School community;
- The District web site may not be used for any commercial promotional activity;
- The District web site may not be used for internal or external fundraising. This includes fundraisers for school related clubs, activities or sports.

Authorization and Control

The Superintendent shall designate an individual(s), referred to as the District Webmaster, to be responsible for developing and maintaining the official district web page, providing content, creating school web pages, creating user accounts and assigning access, monitoring all district web page activity, and adhering to sound principles of web page design, style and content.

Building level administrators will identify and designate individual(s), referred to as Webpage Manager(s), to be responsible for maintenance and development of building

level web pages not maintained by the Webmaster. The Web Manager is responsible for managing and supervising all Web User activity (in the subpages under the building's main webpage) and will manage the accessibility of all users for their building.

Staff members who manage or maintain sub-web pages of the building level web page will be referred to as the Web Users and will work under the supervision of the Webpage Manager. Staff members who established their own sub-webpage will be distinguished as Lead Web Users. The monitoring of student activity on a district webpage is the responsibility of a Supervising (Staff) Web User or the Lead Web User.

Students who have access to add, edit or maintain content on webpages will also be referred to as Web Users. All material and content posted to a district webpage by a student must be approved by the Supervising (Staff) Web User. Student activity on a district webpage that is not authorized or approved is prohibited.

Access entails responsibility and is a privilege, not a right. All developers, managers and users of the website will:

- Be informed of their rights and responsibilities as users of the District website prior to gaining access to a webpage;
- Comply with all federal and state laws, regulations and Granite Falls School District policies;
- Follow the guidelines and regulations set forth in policies 6077, 6078, 6079 for acceptable use, networking, quality control, internet safety, copyright laws, security & privacy, filtering & monitoring, FERPA, disciplinary action, and any other district criteria set forth by the Granite Falls School District;
- Agree to abide by the terms within the Network Use Agreement and Web Publishing Agreement.

CROSS REFERENCE:

Policy 6077, 6078, 6079, 6080 6082

ADOPTED: JUNE 18, 2014

PROCEDURES 6077: Website Use and Content Development/Management

Access and Use: Process

Access to school webpages, or subpages, may be granted by the Webpage Manager(s) -- individuals who are designated by the building Administrator. Webpage access can only be created by the District Webmaster with the assignment of a username and password.

Those requesting to provide content or to establish a new webpage will need approval by the appropriate Webpage Manager(s). The District Webmaster may deny or revoke access to any requesting individual at any time.

An individual account is created by the assignment of a username and password to one user upon the approval of a request. The use of another user's account or allowing others to use one's own account information is strictly prohibited. The approved user is liable for any use of their account.

A Web User may be granted access to no more than five (5) pages. Equitably, no more than five (5) users will be granted access to any one webpage. This regulation applies to Web Users only and inhibits the excess of webpages and users per page. The Granite Falls School District arranges these guidelines in the hopes to optimize the content for each webpage and capitalize on the space provided.

Individual Schools reserve the right to implement further restrictions regarding who may create or have access to webpage.

A. Request to create a new webpage

A request to create a new sub-web page from a building web page will be submitted to the appropriate Webpage Manager for approval or denial. Upon approval of the request by the Webpage Manager, the District Web Master will receive a copy of the request and create the account, webpage and access for the Web User.

Furthermore, the District Web Master or Webpage Manager may initiate, upon notice to the Lead Web User, an additional Web User to the Lead Web User's webpage for the opportunity to enhance a particular aspect of that webpage.

B. Request for access to an already existing webpage

If at any time the Lead Web User (a user whose already been granted a webpage) desires additional users to have access capabilities to their webpage, the Lead Web User will sign a request made by the intended user and then process the application to the Web

Manager to get approved. After the request has been approved and before an account is created, the intended users will need to follow the process below in bullet points two (2) and three (3).

Staff/Student User access shall be granted after:

- A request has been submitted to the building Web Manager and approved. *Web Managers reserve the right to approve or deny student or staff web user access to a district webpage. The District Webmaster may deny or revoke access to any student or staff at any time.*
- The access requester reviews and agrees to the District Website guidelines outlined by the Granite Falls School District. *The Webpage Manager will provide the requester with copies of the policy 6077 and the Web Publishing Agreement.*
- The requester has reviewed, dated and initialed both policies to verify understanding, as well as, signed the Web Publishing Agreement. *The Webpage Manager will reclaim and keep record of the items reviewed and agreed upon.*

C. Starting a Web User Account

Upon completion of the above criteria, the District Web Master will create an account for the designated requester, thereby known as a Web User. A user name and password will be assigned to first time requesters. The Web User will have access to only the webpage indicated in the request and therefore access of other pages will not be available or permissible.

Acceptable Use

Granite Falls School District web pages are not to be used as “personal web space” since these sites are seen as official publications of the District. A page that is personal in nature will not be hosted or sanctioned by the Granite Falls School District website regardless of the intent or content. Personal web pages or links to web pages that promote fundraisers, a political cause, for-profit enterprise, commercial advertising, or sale of service are not allowed. All information posted should be nonsectarian and nondiscriminatory.

Quality Control

To provide for oversight and quality control of information placed on Granite Falls School District web pages, the following criteria must be followed:

- All pages must include a title that accurately describes the content of the page;
- All pages must use correct spelling and grammar;
- All pages must present factually correct information;
- All pages must provide navigation to the District home page;

- District web pages shall be maintained and updated on a regular basis as relevant to the content of the pages;
- No personal, non-education-related material may be placed, linked or accessible on any official district and/or building specific web pages.

Copyright

Granite Falls School District web pages will comply with legal requirements regarding the use, reproduction, and distribution of copyrighted works. Therefore, no copyrighted information should be placed on any district web page except with advanced written permission from the creator of the work, or as otherwise permitted by law. (In other words, downloading, copying, duplicating and distributing software, music, sound files, movies, images, official trademarks or logos, or other copyrighted materials without the specific written permission of the copyright owner is generally prohibited.) However, the duplication and distribution of materials for educational purposes is permitted when such duplication and distribution falls within the Fair Use Doctrine of the United States Copyright Law (Title 17, USC) and content is cited appropriately. See policy 6082 for more in depth copy right compliance requirements.

All work completed by employees, as part of their employment, will be considered property of the district. The District will own any and all rights to such work including any and all derivative works, unless there is a written agreement to the contrary.

Privacy and Student Rights

All web pages must be designed to protect students, families, employees, and any other persons from unwanted disclosure of personally identifying information. By law, school districts may not publish pictures or information about students (even their names) without consent from the student's legal guardian(s).

In accordance with the Family Educational Rights and Privacy Act (FERPA), the Granite Falls School District will provide a FERPA consent form annually, at the beginning of each school year, that will require every parent/guardian (or eligible student) to complete. A copy of the "FERPA form" will be available in new student registration packets and at each school office if at any time during the school year, the parent/guardian (or eligible student) wishes to change the permissions.

Due to the public nature of the Internet, the following guidelines must be followed to further protect the privacy of our students and staff:

- As a general rule, online content may NOT include personally identifying information regarding a student or staff, i.e. names, phone numbers, addresses, emails, names (any/all) of other family members/friends, names of specific location at any given time, any academic information, social security numbers or pictures, unless written consent is provided by the involved staff member or

parent/guardian implicating the inclusion of one or more of the above items as permissible on the internet.

- Pictures of students may be published on the web site only with the written consent of the student's parent/guardian (FERPA Form).
- Student names shall not be identified in pictures or in publication unless there is a special reason for doing so, such as recognition for receiving an award. In such cases, student's parent/guardian must give written consent (FERPA Form).

It is the responsibility of the Staff Web User of any district webpage to check on the status of a student's release agreement prior to publishing ANY personally identifying information/pictures. The Web Manager will oversee this activity and verify the FERPA law and student rights are being upheld within their webpage.

Criteria for Content Providers:

Content may be posted for educational, informational, and/or promotional purposes related to the class, school or education system by:

- District Web Master as designated by Superintendent;
- District Web Manager as designated by School Principals;
- A District-sanctioned student organization, extra-curricular group, or athletic team;
- A District or school-level sanctioned committee;
- An Instructional Department;
- District Administration;
- A classroom teacher for his/her classroom.

Criteria for Content:

- Content must operate within the guidelines for instructional materials contained in policy 6080 and will honor the goals for selection of instructional materials contained therein;
- Online content may not be used for any non-school related commercial, for-profit promotional activity. Online content may mention such organizations only in the context of school programs and the educational system that have a direct relationship to those organizations;
- Links to non-district sites are allowed as long as those sites are of educational value and consistent with District standards;
- All online content must conform to the standards for appropriate use found in the District's Acceptable Use Policy concerning safety, system security, inappropriate language, privacy, resource limits, plagiarism, copyright infringement; inappropriate access to material, and illegal acts;

- Web pages that use excessive system resources or network bandwidth that hamper the efficient operation of the Granite Falls School District website may be shut down.

Consequences for Non-Compliance

If a Granite Falls School District website user violates any of the provisions outlined in this policy and policies 6078 and 6079, his or her account with the District may be terminated or suspended, future access may be denied, and legal action may be taken. Any online content that is posted and deemed not in compliance with the District criteria will be removed from the District's website.

All webpages on the Granite Falls School District web site are sanctioned by the School District website and user access has been approved by School or District Administration. Web page content must be consistent with all components within the Granite Falls School District policies and comply with all applicable laws.

Students:

The District Webmaster, Webpage Manager or Supervising Web User reserves the right to terminate student accessibility at any time. A student who is undergoing school disciplinary action or experiencing behavioral concerns, unrelated to the compliance of this policy, may have access revoked.

Students posting non-approved or inappropriate material on the district's web site are subject to suspension and/or revocation of access to the District's computer network and the imposition of discipline under the District's code of conduct. In the case that a violation constitutes a criminal offense, it will be reported to the appropriate authorities.

Staff:

Faculty or staff posting inappropriate material on the District's web site are subject to suspension or revocation of access to the District's computer network and the imposition of discipline in accordance with the applicable collective bargaining agreement and applicable laws, rules, and regulations. In the case that a violation constitutes a criminal offense, it will be reported to the appropriate authorities.

External/outside websites

Links to non-district sites are allowed as long as those sites are of educational value and consistent with District standards.

All Granite Falls School District clubs and organizations must publish their "official website" within the Granite Falls School District website server. School clubs and organizations (teachers and classrooms) may not host a site on another outside web server unless granted by the Superintendent.

A District-wide or school level parent group, or other district affiliates or educationally related groups, such as, the Alumni Association, Community Coalition, Boys and Girls Club, TECO, Education Foundation, Family Resource Center, etc. may be given space on the Granite Falls School District website to link their organization's website. Such organizations will work with the District Web Master to provide such information on the District's website.

Disclaimer

The Granite Falls School District makes no warranties of any kind, either expressed or implied, for the website and internet links it is providing. The District will not be responsible for any damages users suffer and will not be responsible for the accuracy, nature or quality of information gathered through the district provided web site. The District reserves the right to modify, add to, or delete these guidelines at any time.