

BRICK TOWNSHIP BOARD OF EDUCATION

District Policy Manual 3

Instructional Program

Series 6000

Creating & Publishing Web Pages

Policy 6142.11

Date Adopted:

Date Revised:

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Date Reviewed:

The Board of Education establishes the following policy to express its belief that with the growth of the World Wide Web (WEB), any material posted for the global community must reflect the high educational standards of the school district.

The availability of internet access throughout the school district provides an opportunity for students and staff to contribute to the District's presence on the WEB. The District's web sites provide information to the entire world about curriculum, instruction, school-authorized activities, and other general information relating to the school as well as the District's mission. All published pages and corresponding links stored on the District's servers must be related to the District's educational goals and objectives or school-sponsored activities.

The District Webmaster and the District Technology Coordinator will provide internet access for the creation of web pages. Creators of web pages should familiarize themselves with, and adhere to, the policies and responsibilities that follow. Failure to follow these policies or responsibilities may result in the loss of authoring privileges and/or other more stringent disciplinary measures.

Content Standards

The Superintendent of Schools, with input from the Webmaster and the Technology Coordinator, are responsible for web page approval.

Subject Matter

All subject matter on web pages should relate to curriculum, instruction, school-authorized activities, general information that is appropriate and of interest to others, and the school district. If the information is scholarly and will help students, teachers, and parents using our web site, it is acceptable. Therefore, neither staff nor students may publish personal web pages or home pages of other individuals or organizations not directly affiliated with the school district web site.

Staff or student work may be published only as it relates to a class project, course, or other school-related activity.

Quality

All web pages must be free of spelling and grammatical errors. Documents may not contain objectionable material or point (link) directly to objectionable material.

Objectionable material is defined as material that does not meet the standards for instructional resources specified in the school district policies.

Regarding the question of quality or propriety of web page material, appearance, or content, the judgment of the Webmaster, Technology Coordinator, and District Administrators will prevail.

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Ownership and Retention

All web pages on the District's server(s) are the property of the school district. Official district web pages will reside only on District owned or operated servers. The only organization permitted to post a web page on the District server is the PTA, although other sites may be linked at the discretion of the Administration.

Student Safeguards

- Students may publish information on the school district web server only when they are under the supervision of the Webmaster, Technology Coordinator or teacher. Students must have parental permission.
- Web page documents may not include student names.
- Documents may not include a student's telephone number, address, names of other family members, or names of friends.
- Published e-mail addresses are restricted to those of staff members or to general group e-mail address where arriving e-mail is forwarded to a staff member.
- No student pictures (video or still) and audio clips shall be published.
- Web page documents may not include any information that indicates the physical location of a student at a given time.

School Board Policies

All documents on school district server(s) must conform to the Board of Education policies and regulations as well as established school guidelines. Persons developing or maintaining web documents are responsible for complying with these policies. Some of the relevant issues and related Board policies include the following:

- Electronic transmission of materials is a form of copying. As specified in District policy, no unlawful copies of copyrighted materials may be knowingly produced or transmitted via the District's equipment, including its web server(s).
- 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 criteria established in the internet Use Policy (6142.10). Any other non-curricular materials should be limited to information about other youth activities, agencies, or organizations that are known to be non-sectarian, exclusively devoted to community interests or child welfare, non-profit, and non-discriminatory. Web page links may not include entities whose primary purpose is commercial or political advertising.
- All communications via District web pages will comply with the Internet Use Policy (6142.10) and the Code of Conduct Policy. Offensive behavior that is expressly prohibited by this policy includes religious, racial, and sexual harassment and/or violence.

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- Any student information communicated via District web pages must comply with the Board of Education policies on Data Privacy and Public Use of School Records.
- Any deliberate tampering with or misuse of District networked services or equipment will be considered vandalism and will be handled in accordance with the District Internet Use policy, the District Student Conduct Policy and other related policies.

Technical Standards and Consistency

Each web page added to the District web site(s) must contain the following elements in order to provide general consistency for District web pages.

- At the bottom of the web page, there must be a last update indicator and the name or initials of the person(s) responsible for the page and/or update. It shall be that person's responsibility to keep the web page current.
- At the bottom of the web page, there must be a link that returns the user to the appropriate point(s) in the District web pages.
- The District will develop additional consistency standards as the need arises.
- All web pages must be submitted to the Webmaster for review prior to placement on the District server(s). In the absence of the District Webmaster, the Computer/Technology Coordinator or Superintendent of Schools shall give approval.
- No computers other than the assigned building web servers shall be configured as web/FTP servers.
- Users must exhibit care when creating web pages with extensive tiled backgrounds or large graphics. Such files require extensive download time, are frustrating for modem users, and slow down the file servers.
- The authorized teacher who is publishing the final web page(s) for himself/herself or for a student, will edit the page(s) for conformance with the standards outlined in this policy and test the page(s) for the accuracy of the links.
- Web pages may not contain links to other web pages not yet completed. If additional pages are anticipated but not yet developed, the text that will provide such a link should be included. However, the actual link to said page(s) might not be made until the final page is actually in place on the server(s).
- Any graphics, sounds, or video used on web pages must conform to the format currently used or approved by the administration.
- Web pages may not contain any student e-mail address links, any survey-response links. Or any other type of direct-response links.
- Final decisions regarding access to active web pages for editing content of organization will rest with the Superintendent of Schools, with input from the Webmaster and/or Technology Coordinator.
- All web pages shall be linked to other district pages in relation to their current location on the server(s).

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Additional Notes for Consideration

- Material on web pages reflects an individual's thoughts, interests, and activities. Such web pages do not, in any way, represent individual schools or the school district, nor are they endorsed or sanctioned by the individual school or the school district. Concern about the content of any page(s) created by students or staff should be directed to the Superintendent of Schools or to the District Webmaster.
- Given the rapid change in technology, some of the technical standards outlined in this policy may require change throughout the year. The District Technology Coordinator and Webmaster will make such changes with the approval of the Superintendent of Schools.

Legal References

- NJSA 2A:38A-1 et seq. Computer System
2C:20-25 Computer Related Theft
18A:7A-11 Annual report of local school district; contents; annual report of commissioner; report on improvement of basic skills
18A:36-35 School Internet websites; disclosure of certain student information prohibited
- NJAC 6A:10A-1.1 et seq Improving Standards-Driven Instruction and Literacy and Increasing Efficiency in Abbott School Districts
6A:10A, Appendix A
6A:30-1.1 et seq. Evaluation of the Performance of School Districts
- 17 U.S.C. 101 United States Copyright Law
47 U.S.C. 254(h) Children's Internet Protection Act
N.J. v. T.L.O. 469 U.S. 325 (1985)
O'Connor v. Ortega 480 U.S. 709 (1987)
No Child Left Behind Act of 2001, Pub. L. 107-110, 20 U.S.C.A. 6301 et seq.
- Manual for the Evaluation of Local School Districts
- New Jersey Quality Single Accountability Continuum (NJQSAC)