

AR 6161.5 WEB SITES/PAGES

Web Page Development Guidelines

The district needs to educate all students as they prepare for a productive life in a changing world. The use of the Internet and associated technology is playing an increasing role in student education.

Adherence to these guidelines will insure proper use of the district's network capabilities and proper conduct of the user. The construction and ongoing maintenance of a home page/web site that represents the district is to be viewed as a public information vehicle subject to the following guidelines which require efficient, ethical and legal utilization of networks resources.

Webmaster

Defined: A Webmaster is the person who is responsible for the content and publication of their school or district site World Wide Web home page upon final approval of the school principal or district department supervisor. There may be more than one home page per school, but these will be linked from the school's main home page.

Responsibilities:

Screen all material before publication.

Check all links for accuracy and appropriateness. Receive all links for accuracy of all material to be posted. Upload material to the district web server.

Ensure that the district Webmaster has the name of the current school Webmaster. Purging home page information of outdated pages or those no longer in use.

Caution: Keep an updated copy of all school web pages on the Webmaster computer. See district Webmaster responsibilities below.

District Webmaster

The district Webmaster will maintain the district web server. Update procedures and rights will be provided by the Webmaster.

To keep the district web server free of outdated or unused files, the district Webmaster will periodically purge all files, requiring each school Webmaster to reload their new or updated files. Adequate advance notice will be provided to ensure that backup files are present and updated.

Sponsoring Teacher of Administrator

Defined: Any teacher or administrator willing to be responsible for proofing student material prior to submission to the Webmaster for publication on the school's World Wide Web home page.

Responsibilities:

Instruct student on proper use and guidelines before development of the student page begins. Ensure that student work has educational value.

Screen student material to ensure that it adheres to the district goals, guidelines and policies.

(Refer to guidelines below.)

Student or District Employee

Student: any student currently enrolled in the district.

District Employee: any person currently employed by the district.

Any student wishing to publish a web page must first have a teacher willing to sponsor their material before it is submitted to their school's Webmaster. Any district employee is responsible for meeting district guidelines before submission to their site Webmaster.

Web Page Publishing Guidelines

Each school web page shall contain a disclaimer statement similar to the following:

"We have made every reasonable attempt to ensure that our web pages are educationally sound and do not contain links to any questionable material or anything that can be deemed in violation of the Acceptable Use Policy."

Material to be published must not display, access or link to sites deemed offensive by the District's Acceptable Use Policy. All published material must have educational value and/or support the district's guidelines, goals and policies.

The only material to be published on the district web server must come from the designated school or department site Webmaster. All personnel defined in this document must have on file the signed signature page. This signature page will reside with the school or district department administrator.

The web is a very dynamic resource. It is strongly recommended that links to pre-existing sites be checked regularly to insure that their links are not going to inappropriate sites.

Student work should not be published on a web site unless both the student and the parent(s) or guardian(s) have signed the signature page. An exception would be if the work is part of an existing publication such as a newspaper or school newsletter.

At no time should a student's personal e-mail address or phone number appear on a school or district web page. All e-mail should be directed to the school or site web master.

Please pay particular attention to the copyright information found below.

The principal or district supervisor should designate an additional staff member in each school or department (if it is not the Webmaster) to regularly "visit" their web site to check for appropriateness and the legal issues which may arise when a school or district department engages in global publishing.

Copyright Issues

Copyright law and district policy do not allow the re-publishing of text or graphics found on the Web on district Web sites or file services without explicit written permission.

For each re-publishing (on a Web site or file server) of a graphic or a text file which was produced externally, there must be a notice at the bottom of the page crediting the original producer and noting how and when permission was granted. In many cases, that notice should also include the URL (Web address) of the original source.

Students and staff engaged in producing Web pages must provide library media specialists with e-mail or hard copy permissions to file before the Web pages are actually published. In the case of "public domain" documents, printed evidence must be provided to document the status of the materials.

The failure of a site to display a copyright notice may not be interpreted as permission to copy the materials. Only the copyright owner may provide the permission. If the materials have been improperly and illegally displayed by a Web site, the manager of that Web site may not be considered a source of permission.

The "fair use" rules governing student reports in classrooms are less stringent and permit limited use of graphics and text.

Student work may only be published if there is written permission from both parent and student.

Staff members and students with questions regarding these guidelines are advised to check with the library media specialist in their building before proceeding with the collection of images and text.

Privacy Issues

In addition to copyright issues, careful thought and attention must be given to privacy issues. These include the following:

1. Student directory information may not be published if parents have requested that it be withheld.
2. Photographs of students or staff should be used only with permission from the parents or staff workers.
3. Student's last names shall not be used on web sites.

Suggested Content

School web sites could include the following types of content:

Welcome	Curriculum	School Projects
Special Emphasis Program	Principal's Message	School Map
School Handbook	Superintendent's Message	Parent's Conference
Calendars	Lunch Menu	Parents
Student Projects	Office News	Links to other education sites
School Club/Activities	Program Philosophy	Educational Resources

Only the web sites/pages created under the auspices of this administrative regulation will be offered representatives of the Yukon Flats School District.

9/92

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