

Wilson County Board of Education

Policy Description: Web Pages Page 1 of 3	Policy Number: 4.407	Amended Date: 03/31/10
	Rescinds:	Reviewed: 03/10 Issued: 06/03/04

1 CONTENT STANDARDS

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3 In order to take advantage of the opportunities the Internet provides, the Board authorizes the creation of school
4 and/or district web pages on the Internet. Only those web pages maintained in accordance with Board Policy
5 and established procedures shall be recognized as official representations of the district or individual schools. All
6 information on a school or district web page must accurately reflect the mission, vision, goals, policies, program,
7 and activities of the school and district. The web page must have a purpose which falls within at least one of
8 three categories:

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- 10 1. Support of curriculum and instruction – intended to provide links to Internet resources for students,
11 parents, and staff in the district;
 - 12 2. Public information – intended to communicate information about the schools and district to students,
13 staff, parents, community, and the world at large; and
 - 14 3. District technology support – intended to provide and respond to instructional and administrative
15 technology needs of students and staff.

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17 All material on a school web site shall be either original to the school, in the public domain, or posted with the
18 express permission of its rightful owner. This includes, but is not limited to, text, graphics, pictures, video,
19 sounds, music, characters, logos, and trademarks. Web page publications shall follow all applicable copyright
20 laws and guidelines.

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22 Web sites developed under contract for the school district or within the scope of employment by district
23 employees are the property of the school district.

24 25 PRIVACY STANDARDS

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- 27 1. Because Internet publications are available to the entire world, special care shall be taken to protect the
28 privacy of students and staff. Web pages may not include personally identifying information regarding a
29 student,¹ such as telephone numbers, addresses, names of other family members, names of friends,
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¹ 20 U.S.C.A. 1232 g (a)(5)(A)(B)

- 1 e-mail addresses, specific location of a student at any given time, grades, or any other academic
2 information. No confidential information shall be published on or linked to the web site.
- 3 2. Student work may be published on web pages only with written consent of the student's parent/guardian
4 or the eligible student before each incident of publication. The authoring student shall also sign a
5 copyright consent form.
- 6 3. Links to student e-mail accounts are prohibited.
- 7 4. Pictures of students may be included only under the following conditions:
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- 9 • Individual student pictures may be published on the web site only with written consent of the
10 student's parent/guardian or eligible student.
 - 11 • Pictures of groups of students involved in a school related activity may be published without
12 consent; however, the students shall only be identified by the group name.
 - 13 • Students shall not be individually identified in pictures unless there is a special reason for doing so,
14 such as recognition for receiving an award. In such cases, the student's parent/guardian or eligible
15 student must give written consent.

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17 **ADVERTISING/SPONSORSHIPS**

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19 Any use of advertising or sponsorships that appears on a school web site must be approved by the school web
20 administrator, the principal, or the Director of Schools or his/her designee. Guidelines for approval shall be
21 established by the Director of Schools or his/her designee and must be consistent with the board's policies and
22 guidelines used in other school and district publications.

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24 **ADMINISTRATIVE PROCEDURES**

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26 The Director of Schools shall develop administrative procedures for development of web pages, including
27 content, quality, and consistency standards, and shall designate an individual(s) to be responsible for
28 maintaining the official district web page and monitoring all district web page activity. A building principal shall
29 make such designation for an individual school. Schools or departments who wish to publish a web page must
30 identify the webmaster's name, e-mail address, and phone number on the web page.

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32 **CONCERNS/COMPLAINTS**

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34 As with any instructional materials or publication used by or representing the school or district, the building
35 principal or Director of Schools, respectively, is ultimately responsible for accuracy and appropriateness of the
36 information made available on the web site. Concern about the content of any page(s) created by students or
37 staff should be directed to the building principal or the Director of Schools' office when related to the district web
38 site. If the concern is not resolved, persons who wish to file a formal complaint shall submit a written request for
39 reconsideration of instructional material.

1 All school websites should comply with Title IX.
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