



2018-2019

Resource Guide

iREACH MISSION. *To infuse technology and shift instructional practices in ways that create limitless learning opportunities for all 21st century learners in the Maryville City Schools.*



Dear Students and Parents,

Working to achieve excellence across all grades and giving every student the opportunity to pursue excellence on an individual level is our overarching goal in Maryville City Schools. Through our iReach program (1:1 digital conversion), students have the world at their fingertips. As we prepare students for college and career, teaching them to use online resources and become good digital citizens aligns with our timeless mission of creating lifelong learners and responsible citizens.

Using technology, our plan is to engage students as never before. We are able to offer both coursework and curriculum options that better serve twenty-first century learners by using twenty-first century technology. In many cases, school has long been the least technology-enabled part of a student's day. With iReach, technology is a tool, combined with the blended learning strategies offered by outstanding classroom teachers - giving students the skills they need to compete in a global community.

Maryville City Schools is again deploying devices (tablets or laptops) to all students in the 2018-2019 school year. New this year is FastTrack – a way for parents to forgo regular deployment by taking care of signing and paying in the spring and simply picking up the computer in July. Grades K-3 will receive and use their devices at school, while grades 4-12 will be required to attend a deployment event. As with all equipment and supplies provided by the district for student use, we expect students to be responsible for district-issued devices. Please carefully review all information in this Resource Guide, as well as the Responsible Use Policy (RUP), which you will sign at deployment.

The policies, procedures, and information within this Resource Guide apply to all student devices provided by the Maryville City Schools. Right of possession and use is limited to and conditioned upon compliance with Board policies, the RUP, and this guide. Teachers may set additional requirements for use in their classroom.

We are excited about this opportunity to explore the limitless learning opportunities iReach offers. Please join our Board of Education, administration, teachers, and support staff in what we believe will be the greatest transformational learning opportunity of our time.



Dr. Mike Winstead
Director of Schools

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SECTION I. DEPLOYMENT PLAN

Distribution process

Just prior to the opening of each school year, days are set aside for families of each rising 4th – 12th grade student to attend a deployment session in July at Maryville High School. All rising K – 3rd grade devices are deployed at their assigned school during the first few weeks of school. New 4th – 12th grade students may attend the NEW FAMILIES SPECIAL DEPLOYMENT EVENT or choose a Deployment session after enrollment in a Maryville City school. Students must be registered and enrolled in PowerSchool (our student data management system) prior to Deployment.

What you can expect at deployment:

- Students must attend regular deployment with a parent or legal guardian. Either student or parent can attend ¹FastTrack deployment.
- Returning students, who will be in 5th – 12th grade, must bring their protective sleeve to deployment to receive their device. Rising 4th grade students will be issued an iPad, cord, and sleeve, and rising 5th grade students will be issued a laptop and cord.
- Parents and students will have an opportunity to learn more about the device and their responsibilities by viewing a video and reading the RUP. All students and parents who are new to the district or are rising 4th graders are required to watch the video.
- Staff will be available to answer any questions about the Resource Guide, RUP, or other policies.
- A Usage Charge will be assessed for each device. Payment or payment arrangements must be made either prior to deployment or at deployment by cash, check, or credit card. Families can also pay online, in advance of deployment. See the website for more details.
- Usage Charge does NOT cover a lost charger or lost/damaged sleeve.
- Additional/optional 3rd party insurance will be available during deployment to cover theft, burglary, and robbery.
- All documents must be signed, payment made/arranged, and all steps in the process checked-off in order for the device to be released to the student.

Return

Students will return their fully functional device at the end of each school year in a process specific to each school. Students will keep their power cords at home and sleeve, or cover, over the summer months. Upon transfer or termination, any device and power cord not returned within 5 days will be reported as stolen.

Devices go through standard maintenance and reimaging over the summer, but the same device is reissued to the same student the following school year. The device and accessories remain the property of Maryville City Schools. The district reserves the right to collect and/or inspect a student's device at any time and to delete any material or applications deemed inappropriate. Sleeves issued by the district to protect devices follow the device through the four-year cycle. Replacement for any reason will be at the user's expense.

Report cards or diplomas can be held from students who do not return devices at the end of the school year. Continued failure to return a device will result in the district filing a theft report. The student will be responsible

¹ FastTrack is new in 2018 and gives students and parents an opportunity to pay the usage charge and sign all documentation in the spring – freeing them to process through deployment much faster in July.

for intentional damage to the laptop and accessories – in which case payment for repair or replacement will be required.

Home and School Use

Devices are purchased and equipped specifically for use at school and home. In addition to software, any device connected to the internet is filtered through the district server – offering additional protection against landing on an inappropriate or undesirable site. We are constantly working to improve the filtering integrity of our network, but our technology team relies on users (teachers, parents, and students) to guide these improvements. Parents and students are asked to report concerns about any site to the tech coordinator or administrator at their school. As always, adult supervision and parental guidelines are the best internet filtering available. District-issued devices are maintained by district personnel, and all devices are updated with the latest available software. Instructionally, teachers can easily give assignments for completion at-home or school when all students are using the same device and operational platform. As “day-users” (students who do not take a device home), students are required to arrive to school early enough to check-out a device for class before school begins. Likewise, students must take the time to return devices before departing for home each afternoon. Each school will establish detailed procedures for day-users.

Wi-Fi Options

Accessibility to Wi-Fi is an important success factor for students at school and home. Our survey results from families indicate that a large majority of families have access to consistent and high-speed internet at-home. However, there are about 5% of our families who struggle with having reliable access to the internet at their residence. To serve these students in the early stages of iREACH, we are partnering throughout the community with business and industry, in the service and government sectors, and other groups and individuals to level the playing field by providing access close to the home or in the home of every student. Following is a summary of the options students have available to them for iREACH educational work:

- **Every-1-Connected** is a program designed to give students with the greatest need and no or limited internet access away from school the opportunity to receive a hot spot on loan for the school year. This program was made possible by a federal grant, funds provided by the school district, and help from the Maryville City Schools Foundation. See your technology coordinator to request an application.
- **MCS Network @ School:** All Maryville schools are equipped with universal access to the internet for all students and staff. In the summers of 2014 and 2015, the Board of Education made significant investments in infrastructure upgrades that allowed for improvements and new installation in our classrooms, cafeterias, libraries, and most common spaces. Work is ongoing to provide wireless access at the main entrance of each building – giving students additional after-hours access.
- **Hot Spots²:** Schools serving grades 4-12 have access to Hot Spots that can be checked out on an as-needed basis. A few hot spots are also available for traveling teams and field trips where students are working online with their device as they travel.
- **Blount County Public Library:** The public library offers Wi-Fi both inside and outside the building, as well as Hot Spots for check-out/rental by patrons.

² HOT SPOTS provided through Every-1-Connected. Please call us at (865) 982-7121 to learn how you can support this important effort.

- **Community Wi-Fi Directory** – The Blount County Chamber Partnership offers a directory of community partners offering free Wi-Fi to students. The directory can be accessed at www.blountchamber.com/community/freewifizone.
- **Other locations:** Many organizations in the community are getting on-board as providers – offering free Wi-Fi in their building or extending Wi-Fi to their parking lots for student use. Check with your local church, the businesses in your neighborhood, and any organization that might have Wi-Fi they are not using after normal business hours and would consider allowing students to sign-in. Keep in mind that all MCS devices are filtered through the school network, which would be a point of interest when discussing this with potential partners. We also ask these partners to contact the Blount Chamber Partnership to sign-up for the Directory as well. (<http://www.blountchamber.com/community/freewifizone/>)

Device Replacement

Students will be assigned a device and will use that same device, year-after-year, until the device is upgraded or replaced by the district. During the summer, devices will be collected and re-imaged, but reissued to the same student during deployment for the following school year. Should a device fail during the school year and require repairs, a loaner device may be issued to a student for the time it takes to repair the original device. As part of this process, it is important to remind students to regularly save all personal files to an external source or cloud storage. Some insurance companies offer coverage against theft – check with your insurance agent for details. 3rd party theft insurance is offered at deployment. Families will be responsible for full replacement value of any device lost or stolen.

Usage Charge

Devices issued by the district include an annual, non-refundable “usage charge” for ongoing maintenance, service, and repairs of all devices. Charges are assessed during deployment (or online prior to deployment) and can be paid by cash, credit card, or check. The Family Resource Center offers a limited number of scholarships to families based on financial need, number of students in each household, and availability of funds. Installment plans are also available (\$20 at deployment and \$20 before December 15th) for families needing several months to fully cover usage charges. Devices will only be deployed with payment, agreement to a payment plan, or scholarship approval. The usage charge, as of July 2018, is \$40 per device for students in grades 4-12.

Online Payments

In an effort to make the deployment process more efficient, we strongly encourage parents to go online to pay the usage charge prior to arriving for deployment. The company we are using to manage payments is Online School Management System (OSMS) – a service used by many other school districts for online payments of all kinds. Visit <https://bit.ly/PayOnline2018> to begin the process.

Upon finding the site, you will need to set-up a parent/guardian account and then create a profile for each of your students. Once these steps are complete, you can select “pay iReach Usage Charge”, select the appropriate school and add this to your cart. If you have multiple students, continue shopping until you have each payment in your cart. Click “checkout” and select the student profile for each item in your cart. Once complete, you will receive a confirmation/receipt email (within a few hours) ... which you will need to bring to deployment for verification of payment. Step-by-step instructions can be followed by visiting our website at www.maryville-schools.org. All

students who participate in FastTrack Deployment must make online payments within the FastTrack payment window.

Insurance

Optional insurance to cover theft (but not negligence), burglary, and robbery is offered at deployment by a third-party insurance provider. As a convenience to parents and in response to several questions about this option, Maryville City Schools has invited Safeware to provide policy information at deployment. Rates for this coverage are considered a group policy, with group premium discounts. Safeware offers an online payment process. Rates are determined by the insurance carrier each summer. As required by district policy, any theft would be reported to the school immediately. Safeware requires theft reporting within 5 days. A police report would be required for the insurance company to process the claim and all payouts from the claim would go back to the school district to replace the stolen device. You must have the device serial number to take out the insurance, so you'll have to wait until deployment to establish the coverage and pay the premium online. If you wish to establish individual coverage for other devices, please contact Safeware or your local insurance agent.

SECTION II. RESPONSIBILITIES

Policies

Technology made available to students and staff in the Maryville City Schools are provided to enhance learning and improve communication. The Board of Education has established policy to govern student and employee use of these resources. The use of school district technological resources on district-owned devices or personal devices, including access to the internet, is a privilege, not a right. Individual users of the school district's technological resources are responsible for their behavior and communications when using those resources. Responsible use of technological resources includes behaviors that are ethical, respectful, academically honest, and supportive of student learning. Students and staff are expected to learn and apply all applicable policies. All students and employees will be informed annually of the requirements of said policies and the ways to access or acquire a copy of the same. Students and staff will annually sign a statement indicating they understand and will strictly comply with these requirements.

Maryville City Schools' iReach Procedures and Guidelines are updated and maintained in the MCS Students Responsible Use Policy (RUP), MCS Employee RUP, and iReach Resource Guide. Copies of all these documents are available to parents and staff on the district website.

Students and legal guardians must sign the agreement of the Responsible Use Policy, known as the RUP, to use district-issued devices or any technology resources provided by the school district. During deployment, all students and guardians will become aware of the resource guide and will be asked to familiarize themselves with the content – using it as a ready online reference. A video is available for review at deployment – reiterating these details and requirements. All new families and rising 4th grade families are required to view the video. If the RUP or contents of the iReach Resource Guide are not followed, disciplinary action, and consequences, will be enforced, up-to and including the loss of device access privileges, or legal action.

Disclaimer

The Maryville Board of Education makes no warranties of any kind, whether express or implied, for the service it is providing. The board will not be responsible for any damages suffered by any user. Such damages include, but are not limited to, loss of data resulting from delays, non-deliveries or service interruptions, whether caused by the school district's or the user's negligence, errors, or omissions. Use of any information obtained via the internet is at the user's own risk. The school district specifically disclaims any responsibility for the accuracy or quality of information obtained through its internet services.

Securly (filtering tool)

Keeping students safe at school, in the classroom, and at home has never been the job of one person. It's the shared responsibility of IT admins, school staff, and parents to protect kids in a digital world. As the internet's complexity evolves, so should the necessary solutions. That is why we have chosen SECURLY as our filtering tool. Parents use a portal to gain insight into a child's online activity by providing snapshots of search histories and sites visited, delivered via user-friendly dashboards and e-mail reports. Tools like cloud-based filtering at school and at home, along with flags for cyberbullying and self-harm detection help district personnel work with parents to protect students.

Rules for Use of School Technological Resources

1. Use of school district technological resources for political purposes or for commercial gain or profit is prohibited. The board permits infrequent and brief personal use by employees during personal time, provided that it does not interfere with school district business and is not otherwise prohibited by board policy or procedure.
2. School district technological resources are installed and maintained by the Director of Schools or designee. Students and employees shall not attempt to perform any installation or maintenance without the permission of the building-level technology coordinator.
3. Under no circumstance may software purchased by the school district be copied for personal use.
4. Students and employees must comply with all applicable laws, including those relating to copyrights and trademarks, confidential information, and public records. Any use that violates state or federal law is strictly prohibited. Plagiarism of internet resources will be treated in the same manner as any other incidents of plagiarism.
5. No user of technological resources, including a person sending or receiving electronic communications, may engage in creating, intentionally viewing, accessing, downloading, storing, printing or transmitting images, graphics (including still or moving pictures), sound files, text files, documents, messages or other material that is obscene, defamatory, profane, pornographic, harassing, abusive, or considered to be harmful to minors. All users must comply with policy 10.5.7 (Student Discrimination, Harassment, Intimidation, Bullying, and Cyber Bullying) when using school district technology.
6. The use of anonymous proxies to circumvent content filtering is prohibited. MCS is not responsible for content accessed by bypassing safeguards that are in place.
7. Users may not install or use any internet-based file sharing program designed to facilitate sharing of copyrighted material.
8. Users of technological resources may not send electronic communication fraudulently (i.e., by misrepresenting the identity of the sender).
9. Users must respect the privacy of others. When using e-mail, chat rooms, blogs, or other forums of electronic communication, students must not reveal personal identifying information, or information that is private or confidential, such as the home address or telephone number, credit or checking account information or social security number of themselves or fellow students. School employees will follow FERPA guidelines relating to student information and media release.
10. Users may not intentionally or negligently damage computers or other devices, computer systems, accessories, software, computer networks, or data of any user connected to school district technological resources. Users may not knowingly or negligently transmit computer viruses or self-replicating messages or deliberately try to degrade or disrupt system performance.
11. Users may not create or introduce games, network communications programs, or any foreign program or software onto any school district electronic device or network without the express permission of the Director of Schools or designee.
12. Student users are prohibited from using another individual's user ID or password for any technological resource.
13. Users are prohibited from engaging in unauthorized or unlawful activities, such as "hacking" or using the computer network to gain or attempt to gain unauthorized or unlawful access to other computers, computer systems, or accounts.
14. Student users may not read, alter, change, block, execute, or delete files or communications belonging to another user.
15. Users shall only access data systems or subscriptions that are currently approved by MCS.

16. If a user identifies a security problem on a technological resource, he or she must immediately notify the building level technology contact or designee. Users must not demonstrate the problem to other users. Any user identified as a security risk will be denied access.
17. Teachers and other staff shall make reasonable efforts to supervise students' use of the Internet during instructional time, to ensure that such use is appropriate for the student's age and the circumstances and purpose of the use.
18. Views may be expressed on the internet or other technological resources as representing the view of the school district or part of the school district only with prior approval by the Director of Schools or designee.
19. Without permission by the board, users may not connect any personal technologies such as laptops and workstations, wireless access points and routers, etc. to a district owned and maintained local, wide, or metro area network. Users may connect their personal devices to the designated personal device network. Connection of personal devices is permitted, but not supported by the MCS technical staff. MCS is not responsible for the content accessed by users who connect to the Internet via their personal mobile telephone technology (e.g., 3G, 4G service).
20. MCS does not back up student files. In the event of computer failure, user data will not be recovered from the device hard drive. Users are responsible for storing and backing up their own data.
21. Those who use district owned and maintained technologies to access the Internet at home are responsible for both the cost and configuration of such use.
22. MCS may provide students with a closed-campus e-mail account. Users are expected to communicate with the same appropriate, mindful, and courteous conduct online as offline. Email usage may be monitored and archived. There is no expectation of privacy with school email accounts.

Willful misuse may result in disciplinary action and/or criminal prosecution under applicable state and federal law.

Network Publishing

Content published via the Maryville City Schools network (both the Internet and the Intranet) must comply with the following regulations:

- All publications must comply with all policies and regulations of the district and all state, federal and international laws concerning copyright, intellectual property and use of devices.
- All MCS publications should reside on the district's networks. Any exceptions must be approved by the Director of Schools or designee.
- All publications must provide a link to the Maryville City Schools home page.
- All district websites must include the statement, "Maryville City Schools does not discriminate in its educational programs, activities, or employment policies on the basis of race, color, religion, sex, pregnancy, national origin, age, disability, veteran status, or genetic information."
- All publications must be reviewed and approved by the school district for distribution or posting.
- Design of the district website is the responsibility of the Director of Schools or his/her designee. Other publications intended for the public may be designed and developed by individuals or groups of employees with permission of appropriate management staff.

Web Applications

- MCS teachers are constantly seeking new tools and resources to enhance the student learning experience. Certain applications require parental permission for the use of sites, based on age and other terms. Staff will follow all contractual terms and federal guidelines – seeking parental permissions as needed.

RUP FOR GRADES PRE-K-3

(2018-2019)

Internet access is available for all students only as an educational resource.

- I will not go to websites that are not appropriate for learning.
- I will inform a teacher immediately if any inappropriate sites are accessed while I am online.
- I will not attempt to bypass the Internet filter to access a blocked website.

The computer, software, iPads, and network are available for all students only as an educational resource.

- I will treat the computers, iPads, hardware, and accessories (i.e. cases and keyboards) with respect and not cause damage to them.
- I will not share my username and password with anyone nor will I use another student's username and password (for any technology resource.)
- I will not share my iPad or other school-issued equipment with others unless instructed to do so by a teacher.
- I will not access, alter, or delete another person's information/files on any computer, iPad, or other device.
- I will follow copyright law in my projects and give credit to my resources (authors and/or websites).
- I understand that teachers and administrators will monitor all student activities on the network and devices.
- I will not illegally distribute, install, or reproduce copyrighted software on electronic devices.
- I will not use my device to facilitate any illegal activity, or use it for commercial or for-profit use.
- I will not use the computer network to attempt to gain unauthorized or unlawful access to other computers, computer systems, or accounts.
- I will not utilize school district or individual school names, logos, or trademarks without permission.

School-issued devices are set-up and the software programs are selected for all students only as an educational resource.

- I will not download, install, or remove software/apps or media without permission and direction from a teacher.
- I will not personalize the external appearance of my school-issued device.
- I will not change the district settings on my device.
- I will not remove the asset tag or any licensing tags or manufacturers stickers from the bottom of the device.

Good Digital Citizenship should be practiced on and off campus.

- I will only use online communication (email, instant messaging, chat rooms, blogs, wikis, etc.) for educational purposes on school devices.
- I understand that all school-issued email communications are stored and may be accessed and examined by teachers and administrators at any time.
- I will always use proper and appropriate language and my best writing skills (including adhering to copyright policies).
- I will never give personal information (my name, address, telephone number, etc.) to someone online.
- I will never use online communication to harass or bully anyone.
- I will not engage in creating, intentionally viewing, accessing, downloading, storing, printing, or transmitting content that is inappropriate, considered harmful to minors, or likely to be offensive or objectionable to recipients.

- I understand that I should not share or post pictures or recordings of other individuals without their consent (or parental consent for minors).

Personal Devices should be only used as an educational resource (cell phones, e-readers, smart watches, etc.)

- I will not access the Internet using my personal devices (either school Wi-Fi or using cellular data) while at school.
- If I bring a cell phone, it will remain turned off and in my backpack for the duration of the school day.
- I will only use e-readers at school with teacher permission and supervision or during designated times determined by the administration.
- I will accept all responsibility if my personal device is lost, stolen, or damaged on school property.
- I understand that administrators have a right to examine any personal device with probable cause.
- I understand that my teachers and or my school may set additional requirements and restrictions for personal devices.

School Email

- I will only use email when directed by a teacher and for instructional purposes. (Maryville City Schools may provide students with a **closed-campus** email account).
- I understand that my email usage may be monitored and archived. There is no expectation of privacy with school email accounts.

If I don't follow the Responsible Use Policy (RUP):

- I may lose the privilege of using computers, iPads, and/or the Internet at school.
- I understand that I may be held financially accountable for any deliberate or negligent damage to equipment.
- I understand that the administration will determine disciplinary and/or financial consequences for RUP violations.
- I understand that certain willful misuse may result in criminal prosecution under applicable state and federal law.

iReach Resource Guide

Additional information, details, and examples regarding the RUP and Maryville City Schools technology resources and guidelines are found in the iReach Resource Guide on our district website. Parents and students are responsible for the content of the iReach Resource Guide in addition to the RUP. Families may request a hard copy of the guide at any time.

RUP FOR GRADES 4-12

(2018-2019)

Internet access* is available for all students as an educational resource.

- I will only access websites as directed and allowed during instructional time.
- I will not attempt to access inappropriate content.
- I will inform a teacher immediately if any inappropriate sites are accessed while I am online.
- I will not attempt to bypass the Internet filter.
- I will not remotely access computers outside the system's network.

**Internet access is provided on-campus for all students. These policies also apply when using district-issued devices off-campus through other public or private networks.*

The computer, software, wireless devices, and network are available for all students as an educational resource.

- I will treat the computers, all devices, and hardware with respect and not cause damage to them.
- I will not share my usernames and passwords with anyone nor will I use another student's username and password.
- I will not share my device, charger, or other school-issued equipment with others.
- I will transport and handle my device with care, always following communicated procedures.
- I will not access, alter, or delete another person's information/files on any computer or device.
- I will follow copyright law in my projects and give credit to my resources (authors and/or websites).
- I understand that teachers and administrators may monitor all student activities on the network and devices on and off campus.
- I will not use the device to illegally distribute, install, or reproduce copyrighted materials.
- I will not use the device to facilitate any illegal activity, or use it for commercial or for-profit use.
- I will not use the computer network to attempt to gain unauthorized or unlawful access to other computers, computer systems, or accounts.
- I will not utilize school district or individual school names, logos, or trademarks without permission.
- I understand that students are responsible for storing and backing up their own data.

School-issued devices are set-up and the software programs are selected for all students as an educational resource.

- I will not download, install, or remove software/apps or media without permission and direction from a teacher.
- I will not personalize the external appearance of my school-issued device.
- I will not change the district settings on my device.
- I will not remove the asset tag or any licensing tags or manufacturers stickers from the device.
- I will immediately notify a teacher or administrator if I identify a security problem or other issue on a technological resource, and I will not demonstrate the problem to others.

Good Digital Citizenship should be practiced on and off campus.

- I will only use online communication (email, instant messaging, chat rooms, blogs, wikis, etc.) for educational purposes on school-issued devices.
- I understand that all school-issued email communications are stored and may be accessed and examined by teachers and administrators at any time.
- I will always use proper and appropriate language and my best writing skills (including adhering to copyright policies).

- I will never give or post personal information (my name, address, telephone number, etc.) to someone online.
- I will never use online communication to harass or bully.
- I will not engage in creating, intentionally viewing, accessing, downloading, storing, printing, or transmitting content that is obscene, profane, pornographic, harassing, abusive, or considered harmful to others.
- I understand that I should not share or post pictures or recordings of other individuals without their consent (or parental consent for minors).

Personal Devices (cell phone, Kindle, iPad, smart watches, etc.)

- I will only use personal devices at school with teacher permission and supervision or during designated times determined by the administration.
- I will accept all responsibility if my device is lost, stolen, or damaged.
- Administrators have a right to examine any personal device with probable cause.
- My teachers and or my school may set additional requirements and restrictions for personal devices.

School Email

- Maryville City Schools may provide students with a **closed-campus** email account.
- Email usage may be monitored and archived. There is no expectation of privacy with school email accounts.

If I don't follow the RUP:

- I may lose the privilege of using computers, personal devices, and/or the Internet at school.
- I may lose the privilege of taking a school issued device off-campus.
- I understand that I may be held financially responsible for any deliberate or negligent damage to equipment and for loss or theft of the equipment while in my possession or when I am charged with its care (see below).
- I understand that the administration will determine disciplinary and/or financial consequences for Responsible Use Policy (RUP) violations.
- I understand that certain willful misuse may result in criminal prosecution under applicable state and federal law.

School-Issued Device User Charge Information

The user charge will be applied to the cost of repair and functional maintenance of the devices under normal use. Balance after the user charge has been applied or damage caused by willful or deliberate actions would be the financial responsibility of the family (repair or replacement cost).

iReach Resource Guide

Additional information, details, and examples regarding the RUP and MCS technology resources and guidelines are found in the iReach Resource Guide on our district website. Parents and students are responsible for the content of the iReach Resource Guide in addition to the RUP. Families may request a hard copy of the guide at any time.

RUP SIGNATURE PAGE K-3

RUP

Students/parents pay an annual, nonrefundable iReach User Fee on or before taking possession of the school issued device for home use.

Legal ownership of device belongs to Maryville City Schools (“MCS”). The student’s right to use and possess the device is terminated upon withdrawal from Maryville City Schools. The failure to timely return the property and the continued use of it for non-school purpose without the school system’s consent will be considered unlawful appropriation, or theft, of the school system’s property.

If the device, case, or sleeve are intentionally or negligently damaged, lost, or stolen, the student/parent is responsible for the cost of repair, current replacement cost of the device, or its fair market value. Damage includes the removal of the asset tag and the windows licensing tag from the bottom of the machine. **Loss or theft of the device must be reported to the MCS District by the next school day.** Payment for broken, lost, or stolen devices shall be under terms reasonably agreed upon between MCS and the parents. In the event MCS has to resort to legal action to recover an electronic device or payment for damage, destruction, loss or theft of such a device from parent(s) or guardian(s) of a student, the undersigned parent or guardian agrees to pay the reasonable attorney’s fees and costs of MCS incurred in such effort.

As the parent/guardian, my signature indicates I agree to abide by the conditions listed in the MCS Responsible Use policy (RUP) as well as the content provided in the iReach Resource Guide. Failure to honor the terms of this Policy may result in the denial of Internet and other electronic media accessibility. Furthermore, the student may be subject to disciplinary action, and, if applicable, the device may be recalled. I give my permission for my child to have access to the described electronic resources and have access to the Internet, including an email account.

Parent/Guardian Name (please print): _____ Date: _____

Parent/Guardian Signature: _____

As the student, my signature indicates that I have received, read, and agree to follow the MCS Responsible Use Policy and have been made aware of and intend to follow the full iReach User’s Guide. I agree to the terms and conditions outlined and, in return, will have conditional access to the described electronic resources, including an email account.

Student Name (please print): _____ Date: _____

Student Signature: _____

MEDIA RELEASE

In compliance with Federal Family Educational Rights and Privacy Act FERPA, <http://www.ed.gov/policy/gen/guid/fpco/ferpa/index.html>, Maryville City Schools notifies parents annually about release of student information (Parent/Student Handbooks, District Website, and/or this RUP). The following applies to release of information to the media or other publically available

information sources:

1. **MCS DISTRICT MEDIA RELEASE:** The school or district may feature my child's likeness (photograph, video, etc), first name and last initial and /or work on Maryville City Schools' and/or Maryville City Schools Foundation's online resources and publications. No last names or other personal demographic information will appear with any student likeness or work except as set forth below.

2. **PUBLIC MEDIA RELEASE:** Other public media (newspaper, television) may use both the first and last name with child's likeness (photograph, video, etc.) for special, news-worthy, school and district events.

3. **EXCEPTION for HONORS, AWARDS, and ATHLETICS:** For the purpose of publically recognizing students for honors, awards, athletics and special achievements, the school district will assume implied consent to release student information including photographs, videos, recording, first and last names, height and/or weight (for athletes only), and school year (i.e.freshman, junior, etc.) unless a parent or guardian notifies the Maryville City Schools within 10 calendar days after the first day of school (or the first day of enrollment) that such disclosure is not permitted. Student information related to honors, awards, athletics and special achievements may appear in broadcast, print or digital media, and in both district and non-district information sources.

4. **PARENTAL APPROVAL for UNIQUE SITUATIONS:** Should the school or school district wish to use a student's full name, image or work for media related purposes other than as noted above, school officials will seek parental approval in advance.

5. **PUBLIC EVENTS EXEMPTION:** School related events that the public is invited or permitted to attend including but not limited to athletic events and fine arts performances are exempt from media release permissions and restrictions. There is no expectation of privacy at such events. If otherwise not prohibited by law, photographs, videos, or other recordings may be taken at such events and may be shared, including online sharing by the school system or others, without regard to obtaining permissions for disclosure.

Your signature below signifies you have been notified of the administrative procedures outlined above.

Parent Signature: _____ Date: _____

**Should a parent or guardian wish to go beyond the limits set above and further restrict use of a student's first name, image or work, please provide a signed copy of the RESTRICTED MEDIA RELEASE form (found on the district website or available in the school office).*

RUP SIGNATURE PAGE 4-12

RUP

Students/parents pay an annual, nonrefundable iReach User Fee on or before taking possession of the school issued device for home use.

Legal ownership of device belongs to Maryville City Schools (“MCS”). The student’s right to use and possess the device is terminated upon withdrawal from Maryville City Schools. The failure to timely return the property and the continued use of it for non-school purpose without the school system’s consent will be considered unlawful appropriation, or theft, of the school system’s property.

If the device, case, or sleeve are intentionally or negligently damaged, lost, or stolen, the student/parent is responsible for the cost of repair, current replacement cost of the device, or its fair market value. Damage includes the removal of the asset tag and the windows licensing tag from the bottom of the machine. **Loss or theft of the device must be reported to the MCS District by the next school day.** Payment for broken, lost, or stolen devices shall be under terms reasonably agreed upon between MCS and the parents. In the event MCS has to resort to legal action to recover an electronic device or payment for damage, destruction, loss or theft of such a device from parent(s) or guardian(s) of a student, the undersigned parent or guardian agrees to pay the reasonable attorney’s fees and costs of MCS incurred in such effort.

As the parent/guardian, my signature indicates I agree to abide by the conditions listed in the MCS Responsible Use policy (RUP) as well as the content provided in the iReach Resource Guide. Failure to honor the terms of this Policy may result in the denial of Internet and other electronic media accessibility. Furthermore, the student may be subject to disciplinary action, and, if applicable, the device may be recalled. I give my permission for my child to have access to the described electronic resources and have access to the Internet, including an email account.

Parent/Guardian Name (please print): _____ Date: _____

Parent/Guardian Signature: _____

As the student, my signature indicates that I have received, read, and agree to follow the MCS Responsible Use Policy and have been made aware of and intend to follow the full iReach User’s Guide. I agree to the terms and conditions outlined and, in return, will have conditional access to the described electronic resources, including an email account.

Student Name (please print): _____ Date: _____

Student Signature: _____

MEDIA RELEASE

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A. Student Use of Technology

Charging the battery (4-12): Students must arrive each day with a fully charged device. As is the case with many electronic devices, including cellular phones, computer devices generally need to be plugged in to an electrical outlet for several hours to fully charge. Students should not expect to charge devices at school. Being prepared for class includes having a fully charged device.

Backing Up Files and Data (4-12): Students supplied with a district-issued device are required to backup any files or data. It is the responsibility of each student to backup his or her own data. In the event a device is being serviced or swapped out with a loaner, it is critical to have access to all important files.

Equipment

- As with any school property, students are fiscally responsible for damage to devices.
- Usage charges are paid in advance or via payment plan, per agreement. As funds become available, consideration will be given to families in need of financial assistance.
- Student devices will be periodically checked for physical condition and acceptable use.
- Students leaving the district must return district equipment by the last day of attendance.
- Each device has an asset tag and certificate of authenticity (COA) that should never be removed for any reason.

Accidental Damage/Loss: The iREACH User's Charge will cover most damages that are deemed accidental. Loss or damage due to negligence will be the responsibility of the parent/guardian. When damage occurs, a replacement machine will be issued until all repairs are complete. Parents/guardians are not authorized to attempt repair or secure the services of a technician for repairs – as this may void the manufacturer's warranty. The User Charge (\$40) will be applied to repairs, with the exception of willful abuse. The student will be responsible for the remaining balance.

BYOD – Bring Your Own Device: The instructional shifts and learning opportunities possible with iReach require that all students have access to the same information and tools as their classmates. Likewise, using the same device allows our technical team to address issues more expediently – preventing downtime that might interrupt student learning and class progress. Therefore, we are not allowing students to bring their own device to school (except for special circumstances approved by the classroom teachers or school administration). Maryville City Schools is not responsible for content viewed through personal devices or the damage, loss, or theft of personal devices.

Code of Conduct: Each school site will create and administer behavior plans and consequences related to proper use of technology. All schools will follow the content of the Responsible Use Policy (RUP) and the iREACH Resource Guide. School handbooks and student discipline codes will direct actions within each school.

Accidental damage, loss, or theft are the responsibility of the parent/guardian and covered elsewhere in this resource guide.

The process for reporting damage starts at the school level, where personnel will investigate damages and make a determination of misuse or accidental damage. A loaner machine will be provided until the school-issued device can be repaired and returned to the student. All offenses of misuse or abuse of the device will be elevated to a

school administrator. Each school will follow a hierarchy of consequences based on aggravating and mitigating discipline factors. Potential consequences could include, but are not limited to, verbal warnings, seating assignments, before/after school duties, suspension of technology use, limited to day-use only, or revoking all device privileges.

Examples of device/technology related potential behavior issues that will typically be handled within the classroom discipline guidelines include playing games, instant messaging, chat room participation, visiting non-academic or unauthorized websites or YouTube links, browsing music, changing device or software settings, not following directions, and manipulating or corrupting academic content.

Examples of misuse that may include RUP violations include such things as intentional device damage, inappropriate device handling, throwing a virus, disabling a device, removing software or device identification stickers, attempts to break blocks or filters, installing or downloading unauthorized software, apps, etc., attempting to secure administrative rights, logging-in as someone else, digital cheating, electronic theft, or accessing inappropriate content.

TIPS for Device Use at HOME

- Charge your device at home daily*
 - Set guidelines as a family for where and when the device can be used at home*
 - Ask questions when the site history on a computer is cleared*
 - Get parental permission before sharing photos or videos of others*
 - Abide by the iReach Guidelines and MCS Responsible Use Policy*
 - Discuss safe online practices as a family*
 - Use necessary precautions to protect electronic devices from damage*
-

SECTION III. DEVICE USER'S GUIDE

A. Care and Maintenance

- **General precautions:** Devices must remain free of any stickers, drawings, writings, or labels that are not the property of the Maryville City school district.

Only a clean, soft cloth should be used to clean the laptop screen; cleaners of any type should not be used. If the screen needs more cleaning than a dry cloth can offer, students should bring the device to the help desk.

Special caution should be used to not place excessive pressure or weight on the device. Carry the device with both hands; do not carry it with one hand holding the corners as this damages the device.

Avoid eating or drinking while using the device and do not expose the device to extreme temperatures. Be cautious when using the device in an area where pets may damage the unit.

Be very careful to avoid bumping the device against corners, walls, lockers, floors, etc.

- **Carrying a device:** Follow school specific guidelines for carrying devices to and from school.
- **Storage:** Each student is encouraged to take his/her device home each day. When not in use, devices should be stored in a safe and secure place. Do not leave devices in an automobile or unsecured locker.
- **Lost or stolen device:** Families are responsible for returning the device in working order. Charges apply for any unit returned with damages or not returned at all. Third-party insurance is available against theft, burglary, or robbery during deployment. Families without this or other insurance will be billed for the full cost of replacement or repair.
- **Battery:** Students are responsible for keeping the laptop battery charged for school each day.
- **File Management:** Students must follow all advice given by teachers and technology coordinators at their school. Generally, all student data must be backed-up daily.
- **Pre-installed Software:** Students are not allowed to load any new software, uninstall software, or add other applications without the approval of the school technology coordinator.
- **Personalization:** Students should follow school-specific guidelines for personalization of district-issued protective sleeves or the device itself. Do not add any stickers or other identifying marks, without checking with the school first. In an attempt to give students age-appropriate personalization options, this matter is not handled on a district level. Never change the device settings, without approval from the school technology coordinator.

B. Device Specifications

GRADE	DEVICE
K-4	iPad
5-12	Windows Laptop

C. Technical Support

- **Repair:** Parents, guardians, or students are not allowed to attempt repairs themselves or contract with any other individual or business to repair school owned equipment. All repairs will be performed by Maryville City Schools. Self-repair will void any manufacturer warranties and protection plans.
- **Replacement:** Students with a district-issued device needing repair or replacement will receive one from the district surplus inventory. This process will be managed by the technology coordinator at each school. All responsibilities and guidelines for use will apply to the replacement device as well.
- **Damage Fees:** Each incident of damage will be reviewed by the technology department and prices for damages and repair will be handled on an individual basis with the parent/guardian. All repairs must be made by school district staff and not a third party technician. Some repairs may be covered under the device warranty, but anything outside that cost will be covered by the parent/guardian.

D. Printing

The requirement to print will be limited for most students, but when needed, students can save files to cloud or external storage and print via devices at-home or other locations. District devices are configured to print to specific printers at school. You may install a printer at home, as long the printer doesn't require administrative rights. Some models of newer printers (especially Wi-Fi enabled printers) require Administrative Rights to be installed. Student accounts can't have these rights, but there are some options for using them. One option might be to configure a special email address, so that anything sent to that specific address is automatically printed. Check your printer documentation for details. Another option might be to use Google Cloud Print or another 3rd party option that could allow you to print using Chrome instead of having to install a print driver. See google.co/cloudprint for details.

NOTE: If your home printer requires that you have admin rights to your school laptop to be able to print, there is a work-around to still let you print to that printer as long as you have a google (gmail) account and it's either a WiFi printer or connected to a computer with internet access. If you need additional help beyond these instructions, please visit <http://bit.ly/mcscloudprinhelp> for additional instructions and tips.

GOOGLE CLOUD PRINTING: If your printer says that it's Cloud ready, follow your printer manufacturer's instructions to see google.com/cloudprint/learn/printers. If your printer doesn't say it's Cloud ready, follow the steps below:

- Turn on your printer.
- On your Windows or Mac computer, open Chrome.
- At the top right, click More Settings.
- At the bottom, click advanced.

- Under "Printing," click Google Cloud Print.
- Click Manage Cloud Print devices.
- If prompted, sign in with your Google Account.
- Select the printers you want to connect, and then click ADD printer(s).
- The printer is now associated with your Google Account and connected to Google Cloud Print. You can print to this printer from any device where you're signed in to your Google Account.

ON YOUR COMPUTER

- Open Chrome.
- Open the page, image, or file you want to print.
- Click File -> Print. Or, use a keyboard shortcut.
- In the window that appears, click Change to choose your Google Cloud Printer.
- Change any print settings you want.
- When ready, click Print.

Device Security and Safety

District-issued student devices are configured so that the student can login under his/her assigned network username and password.

In accordance with the Children's Internet Protection Act (CIPA), all devices reside on the district's network. The district maintains an Internet content filter. Filtering, however, is not as reliable as adult supervision. Student Internet use on district-issued devices will be filtered through the district's Internet content filter regardless of home or school use. There should be no expectation of privacy when using devices and curriculum resources. When students are either on campus or at home using school-provided devices, the filter kicks content back to our server. As needed, the filter can be programmed to add or remove blocks or allow additional content for educational purposes. Any attempts to bypass the filter or visit unacceptable sites constitute a violation of the RUP agreement. While it is impossible to predict with certainty what information on the internet students may access or obtain, school district personnel shall take every reasonable precaution to prevent students from accessing material and information that is obscene, pornographic, or otherwise harmful to minors, including violence, nudity, or graphic language that does not serve a legitimate pedagogical purpose. These procedures comply with board policy and the mandates of CIPA. MCS is not responsible for the content accessed by users who connect to the internet via their personal mobile technology.

When using school or district provided software or programs, special permission is required to post pictures or video that includes images of students. School district personnel follow strict guidelines to protect student privacy and all students and families should seek approval from school personnel to post video or pictures that include students. Parents should consider terms and conditions of use, as well as any legal responsibilities, before allowing photos, audio, or video of minors to be posted online when using any software or programs. We take student privacy seriously and so should you!

In accordance with district policy, cyberbullying is unacceptable and will not be tolerated. Students must not share their log-in information and passwords with other students, and students should not loan out a device or log in as someone else.

E. Parental Consent

The board recognizes that parents of minors are responsible for setting and conveying the standards their children should follow when using media and information sources. Accordingly, before a student may independently access the Internet, the student's parents must be made aware of the possibility that the student could obtain access to inappropriate material while engaged in independent use of the Internet. The parent and student must consent to the student's independent access to the Internet and to monitor the student's e-mail communication by school personnel.

In addition, in accordance with the board's goals and visions for technology, students may require accounts in third party systems for school related projects designed to assist students in mastering effective and proper online communications or to meet other education goals. Parental permissions will be obtained when necessary to create and manage such necessary third party accounts.

F. Personal Devices

Personal devices (cell phones, laptops, Kindle, iPads, etc.) should be used as an educational resource. Students will only use personal wireless devices at school with a teacher's permission and supervision or at designated times determined by the school's administration. Students will accept all responsibility if a personal device is lost, stolen, or damaged while on school property. Administrators have the right to examine any personal device with probable cause. Teachers may set additional requirements and restrictions for personal devices in their classroom. Students will not use a personal device to circumvent the Internet filter. MCS is not responsible for the content accessed by users who connect to the Internet via their personal mobile telephone technology (e.g., 3G, 4G service).

G. Privacy

No right of privacy exists in the use of technological resources. Users should not assume that files or communications accessed, downloaded, created, or transmitted using school district technological resources or stored on services or hard drives of individual computers will be private. School district administrators or individuals designated by the Director of Schools may review files, monitor all communication, and intercept e-mail messages to maintain system integrity and to ensure compliance with board policy and applicable laws and regulations. School district personnel shall monitor on-line activities of individuals who access the Internet via a school owned device.

Under certain circumstances, the board may be required to disclose such electronic information to law enforcement or other third parties, for example a response to a document production request in a lawsuit against the board, as a response to public records requests or as evidence of illegal activity in a criminal investigation.

H. Social Media and Personal Websites

FERPA (the Federal Education Rights and Privacy Act of 1974) protects and covers student photographs and videos that are created, collected, and stored by the school. The district follows the guidelines of FERPA and follows the MCS Media Release that is defined at the bottom of the Responsible Use Policy (RUP) for all students in our school system. The Media Release is a matter of notification and does not require a signature of agreement, but rather a signature of notification. The Restricted Media Release becomes an agreement between the parent and the school and must be explicitly followed. It is the responsibility of the teacher and the administrator to honor the terms of the Restricted Media Release.

Third party videos and photographs taken by parents and guests in the school are not “educational record” under FERPA requiring federal privacy protection. According to our school attorney, The law doesn’t prevent a person from taking a photograph of a child in the state of Tennessee and putting it in social media for editorial (not for money or marketing) as opposed to commercial (for money or marketing) use, as long as there is no expectation of privacy in the location where the video or photographs are taken, like in a locker room or bathroom. While this action is not illegal, it may offend some parents.

Public Events hosted by the school, after school hours, carry no expectation of privacy because there is nothing that prohibits or prevents a member of the public from attending. The Media Release does not apply to public events. School employees have no obligation to protect student privacy at public events.

Events that occur in the school day, such as school programs and field trips, carry no legal requirement for staff to control the public that may take photographs and videos and post to social media as it is not illegal. FERPA does not control and general privacy laws do not apply to parents posting videos or photographs of other peoples’ children online at school events. However, our district feels we have a responsibility while children are in our custody, during school hours, to take actions to direct parents and guests regarding this practice.

Parent Social Media Guidelines

Please be mindful when visiting the school or attending school events, during the school day, regarding photographs and videos of children not under your parental rights or custody. Some parents do not want their child exposed in social media outlets. Please be considerate regarding the inclusion of all individuals in the photograph before posting on social media. Please do not put any names or identifying information of children, other than your own, unless you feel you have permission and acceptance from the other children’s parents. While FERPA does not control and general privacy laws do not apply to parents posting videos or photographs of other peoples’ children online, we ask that you follow this respectful practice.

Use of School/District Brand

No one may utilize school district or individual school names, logos, or trademarks or unapproved pictures or recordings without permission.

A-Z QUICK TIPS for Device Users

- a. Keep the device secure and damage free.
- b. Protect the charger too – it is expensive to replace.
- c. Do not loan out the device, charger, or cords.
- d. Do not leave the device in any vehicle.
- e. Do not leave the device unattended.
- f. Do not have food or drinks in close proximity to the device.
- g. Do not allow pets near the device.
- h. Do not place the device on the floor or on a sitting area such as a chair or couch.
- i. Do not leave the device near table or desk edges.
- j. Do not stack objects on top of the device.
- k. Do not leave the device outside.
- l. Do not leave the device near pools or bathtubs.
- m. Do not check the device as luggage at the airport.
- n. Back up data and other important files regularly. MCS will at times perform maintenance on devices by imaging. All files not backed up to server storage space or other storage devices will be deleted during the process.
- o. Ensure devices are fully charged prior to arriving at school each day.
- p. Students should not deface, damage, or decorate their device in any way (i.e. marking, drawing, stickers, glitter, popping off keys).
- q. Students are responsible for the care and cleaning of their laptop (cleaning screen and keyboard with a lightly damp cloth only and never using chemical cleaners on the laptop). Never remove any manufacturers' labels or coding labels from the bottom of the device.
- r. Students should use care when plugging things into their laptop.
- s. The laptop should be completely closed when placed in a backpack.
- t. Do not place devices and power adapters under soft items (like blankets). Doing so can cause these items to overheat and become damaged.
- u. While on school grounds, devices are only to be used in classrooms or other designated areas.
- v. Store devices safely when they are not in use.
- w. Follow school rules on transporting your device.
- x. Students should seek parental or teacher approval before posting or sharing photos or video of other students.
- y. You may have the same device next year, so protect it as if it were your own.
- z. Enjoy this wonderful resource! You are among a select few students who attend school districts offering a device to every student. Limitless learning begins with you, so take advantage of this opportunity to excel academically and become a good “digital” citizen.

SECTION IV. CANVAS LEARNING MANAGEMENT SYSTEM (LMS)

Overview: CANVAS is the Learning Management System (LMS) for Maryville City Schools. As an LMS, the primary purpose of Canvas is to serve as the framework teachers use to create and store content for their classes online.

Accounts

- **STUDENTS:** Each student in Maryville City Schools has a Canvas account. Student usernames and passwords are the same as their login information used to access school computers. For students who enroll during the school year, a Canvas account is typically created within 48 hours of enrollment, but may take up to a week. If a new student is unable to login to Canvas within a week of enrollment, please contact the school's Technology Coordinator or Help Desk.

SECTION V. DIGITAL CITIZENSHIP

Rationale

Maryville City Schools (MCS) believes that all students should be adequately educated to function as citizens in an increasingly digital world. To this end, MCS uses free and purchased resources to train students regarding the technology skills, digital literacy skills, and digital citizenship skills they will need to succeed in college, in their careers, and in their relationships with other digital citizens.

MCS strives to remain current and well-educated in new technologies helping learners understand how to use new technology successfully and appropriately. MCS allows families to determine the parameters for time spent on or off devices, and MCS supports parental decisions about the degree of technology use inside their homes. MCS also recognizes the need for digital health and wellness education and strives to help students maintain a healthy balance between online activities and relationships with the other activities and relationships in their lives. Students are to follow all provisions of the MCS Responsible Use Policy (RUP) at all times.



In the fall of 2018, the district will introduce a digital citizenship initiative with messaging, resources, videos, and more to assist parents and teachers in this important work. In addition to an online presence via the website, resources will be shared via social media, covered by teachers in the classroom, and offered to parents as both self-learning and teaching tools. We look forward to partnering with parents and teachers to give all students the instruction needed to establish good digital citizenship skills that last a lifetime.

Curriculum

MCS utilizes free tools through Common Sense Media (scope and sequence provided at <https://www.commonsensemedia.org/educators/scope-and-sequence>) to train students about various aspects of digital citizenship. These tools are used in Kindergarten through 12th grade and include topics such as Internet Safety, Privacy and Security, Relationships and Communications, Cyberbullying, Digital Footprint and Reputation, Self-Image and Identity, Information Literacy, Creative Credit and Copyright.

MCS also uses content from learning.com (curriculum guide provided at <http://www.learning.com/docs/et/ols/EasyTech-E-Rate-Guide-by-Grade.pdf>) to teach digital literacy and technology skills in Kindergarten through 7th grade. These resources provide students with comprehensive instruction on online safety, ethical use of digital resources, and cyberbullying:

- learning about key computer applications,
- using search engines to optimize search results,
- learning ways to successfully find and interpret appropriate and valid educational information,
- practicing keyboarding,
- writing quality digital communications,

- using proper digital etiquette, and
- learning about the functionality of various computer hardware and components.

This training supplements the training students receive through technology classes and library training.

Parent Resources

MCS believes that all educators and parents can and should help educate students about these key skills. MCS encourages parents to access quality parent training resources using any of the following sources:

- Netsmartz (Grades K-12) <http://www.netsmartz.org/Parents> includes videos, resources, and advice for parents to help them know how to talk to students about various digital citizenship topics and concerns.
- Common Sense Media (Grades K-12) <https://www.commonsensemedia.org/parent-concerns> includes age-appropriate guidelines for families plus videos and articles to help with tough conversations.
- Common Sense Media also provides family tips about social media, body image, digital footprint, photo sharing, sexting, cyberbullying, privacy, and online imagery.
https://www.commonsensemedia.org/sites/default/files/uploads/connecting_families/tip_sheets_all.pdf
- Learning.com (Grades K-7) includes an online safety guide containing definitions, tools, tips, and resources concerning digital etiquette, filtering, virus protection, and privacy.
HTTP://WWW.LEARNING.COM/RESOURCES/PDF/PRODUCTS/PARENTS/PARENT_ONLINE_SAFETY_GUIDE_EN.PDF
- Learning.com (Grades K-7) provides a cyberbullying prevention guide, including advice for monitoring potential problems, answering questions, identifying warning signs, and preventing inappropriate actions.
http://www.learning.com/resources/pdf/products/parents/Parent_Cyber_Bullying_Guide_EN.pdf
- FBI Safe Online Surfing Modules (Grades 3-8, PCs only) <HTTPS://SOS.FBI.GOV/> include interactive games to teach students to be safe and responsible in their digital activities and interactions.

Copyright

First, MCS recognizes that federal law states that it is illegal to duplicate or distribute copyrighted materials without authorization of the holder of the copyright, except for certain exempt purposes. Copyright laws govern the use of copyrighted materials. Teachers and students may use copyrighted materials for educational projects and learning activities, but they must follow specific “fair use” guidelines. Staff and students receive copyright and fair use instruction and/or guidelines from a variety of sources, including:

- **Common Sense Media.** Vertically and horizontally aligned copyright lessons for students K-7 include “A Creator’s Rights,” “A Creator’s Responsibilities,” “Copyrights and Wrongs,” “Rework,

Reuse, Remix,” “How to Cite a Site,” “Whose is it, Anyway,” and “My Creative Work.” Because copyright laws are complex, MCS works to help students learn to analyze each situation and make educated judgments on a case-by-case basis.

- **ELA Classes.** State English/Language Arts standards include instruction on when and how to cite sources when using copyrighted material in student work.
- **District Copyright Guidance:** White paper (see appendix)

Collaboration and Social Networking

Collaboration and social networking have become vital parts of a student’s education. Online networking connects people in order to form virtual communities. Users must respect the privacy of others. When using e-mail, chat rooms, blogs, or other forums of electronic communication and collaboration, students must not reveal personal identifying information or information that is private or confidential. Online behavior should be appropriate and follow the guidelines set forth by the MCS RUP. When any student’s online behavior has a direct and immediate effect on school safety or maintaining order and discipline in the schools, the student may be disciplined in accordance with board policy.

Best Practices for Student Use of Social Media

Don’t share personal/private information such as identifying information or passwords with peers.

- Only accept friend requests/followers from people you know.
- Don’t post anything you wouldn’t want your parents, teachers, or employer (current or future) to see.
- Assume everything you write online will become public.
- Be real – the real you is better than anything you might pretend to be.
- Be respectful of the opinions of others in your posts or comments.
- Remember you are responsible for the content you post.
- Learn about privacy settings and review them often.

MCS may use any means available to request the removal of information on personal websites or social media sites that substantially disrupts the school environment. MCS recognizes and communicates that it is unlawful to publicly post or share pictures or media of other individuals without the consent of parents for minors.

Digital Etiquette

MCS also encourages students to use appropriate digital etiquette (commonly referred to as netiquette) when interacting with others in an online environment. In addition to new resources offered as part of the digital citizenship initiative in 2018, the following link might be helpful.

<https://www.common sense media.org/blog/7-rules-to-teach-kids-online-etiquette>

SECTION VI. FAQ'S

1. Can I use the same device year-to-year?

Yes, devices roll up to the next grade or school with a student. Exceptions to this would be when a student advances to a grade/school where a different type of device is used, or in a year when the district replaces devices, or when a repair, warranty claim, or similar situation necessitates the assignment of a different device.

2. What if I already have a device at-home?

District-issued devices are loaded with software specific to the requirements of your school/grade. With a limited number of technologists in the district, we can't support all platforms and devices, which means the district-issued devices offer greater reliability for student use.

3. Can I use a jump drive to move files from home to school?

Jump drives are one way to store files, and many students will use personal jump drives to move data between devices. However, the idea of moving files between home and school exclusively (without a district device), leaves considerable room for problems to arise and limits student access to all required tools while away from campus. To remedy these problems, the preferred solution is the use of district-provided Office 365 cloud storage through OneDrive.

4. Can I use the device during the summer?

At this time, we are planning to reimage and update devices during the summer. There will certainly be summer school or special circumstances when devices will be required for instruction, and we will address those needs as they arise.

5. Can I buy an extended warranty or insurance for the device?

3rd party vendor information will be available at deployment for families to take out additional insurance on devices. These options are offered as a service and convenience to families. Currently, 3rd party insurance covers theft, burglary, and robbery. Guidelines for reporting and making policy claims can be found in the iReach section of the district website, under Insurance (optional).

6. Do I need a printer?

Loading drivers for printers that require administrative rights to district-issued devices is not allowed. However, students may print from home on their own printers (if the printer doesn't require admin rights) without downloading drivers. Students may also print on school-designated network printers or move documents to another device for at-home printing if the printer does not readily pair with the device. Instructions are posted in the technology section of the district website.

7. What if I bring in my device for repair and "questionable data" is discovered?

Refer to consequences.

8. Cost for replacement?

Cost for replacement will depend on the level of damage and part needing to be replaced. Each case will be handled on an individual basis, and will reflect fair market value pricing.

9. Moving out of the district?

Student/families must return all district-issued equipment in good working order upon transfer or graduation. Devices not returned within five days will be reported stolen.

10. Will the Usage Charge apply to accidental damage?

Yes, the \$40 charge will apply to accidents, but not toward charges for willful damage or damages due to negligence.

11. Can a student or parent/guardian attend deployment alone?

For regular deployment, both the student and parent/guardian must be present to sign the RUP and other required paperwork. This includes all new families and 4th graders as well. For FastTrack deployment, only one party is required to attend, which could be a parent, the student, or a designee who is authorized by the parent to log in to the computer they are picking up.

12. Can you give me an idea of repair costs?

Yes, but these are estimates based on historical data. Charges can fluctuate depending on what our suppliers charge us. At the time of repair, current pricing will be provided by our technology department staff. (Prices updated 6/15/2018.)

- Dell Laptop 3340 (\$185)
- Dell Laptop Screen (\$55)
- New sleeve (\$35)
- Used Dell charger (\$20)
- iPad (\$294)
- iPad screen (\$80)
- iPad charger (\$10 for charger, \$10 for lightning cable)
- iPad keyboard (\$50)
- Used sleeve (\$5)

DISTRICT COPYRIGHT GUIDANCE

INTRODUCTION

As the Maryville City school district embarks on greater digital access to instructional resources and academic content, copyright protection and lawful management of copyrights within an educational setting has become an important topic of discussion and concern. Gone are the days when copyright was limited to requests submitted through the copy shop, plagiarism guidelines for students, and the selection of music and playwright agreements in the fine arts department. Today's educator is interested in following the law as it relates to Fair Use, online publishing, and what constitutes fairness for educational purposes. This white paper is an attempt to offer some guidance and resources to teachers and support staff facing copyright considerations in their work.

BACKGROUND

The U.S. Copyright Office was created by Congress as part of the Library of Congress in 1897. In 2011, the Copyright Office employed 450 employees who processed more than 700,000 registration claims.

CONSTITUTIONAL PROTECTION: The Constitutional Provision Respecting Copyright. *The Congress shall have Power...to promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries.* –United States Constitution, Article 1, Section 8

THE LAW: The Copyright Law of 1976 was enacted in 1976, as Pub. L. No. 94-553, 90 Stat. 2541, in chapters 1 through 8 and 10 through 12 of title 17 of the United States Code.

DEFINITION: Copyright is the legal right granted to an author, a composer, a playwright, a publisher, or a distributor to exclusive publication, production, sale, or distribution of a literary, musical, dramatic, or artistic work. Copyright laws are designed to protect a creator's right to be compensated and to control how his or her work is used. (Merriam-Webster)

PURPOSE: Copyright is a form of legal protection given to content creators through the assignment of specific rights to works that qualify for protection. In the United States, copyright protection exists from the time the work is created in a fixed, tangible form of expression. The copyright in the work of authorship immediately becomes the property of the author who created the work. A qualifying work is the expression, not the idea. In the U.S., registration of domestic works is required in order to sue for infringement. However, an author does not have to register a work, announce that the work is copyright protected, or display the copyright symbol to enjoy copyright protection. All he or she must do is create an original work in tangible form. Copyright law exists to foster creativity and spur the distribution of new and original works. Generally, unless your situation meets one of the exceptions outlined in the Copyright Law, you must get explicit permission from the copyright holder before you can lawfully reuse, reproduce or redistribute a copyright-protected work – even within the walls of your institution.

Section 110 of Copyright Law deals with use of materials in an educational setting.

FAIR USE: Fair use is primarily intended to allow the use of copyright-protected works for commentary, parody, news reporting, research and education. However, not all uses in an academic context are automatically considered fair use. According to the Copyright Law of 1976, the factors to be considered for Fair Use include (1) the purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit education purposes (2) the nature of the copyrighted work (3) the amount and substantiality of the portion used in relation to the copyrighted work as a whole and (4) the effect of the use upon potential market for or value of the copyrighted work.

CONFU: The Conference on Fair Use was established by the U.S. Department of Commerce to bring together copyright owners and user interests to discuss fair use issues that new technologies raise and to develop guidelines for fair use by librarians and educators. After two and a half years, the conference could not reach consensus. In 1996, the Consortium of College and University Media Centers (CCUMC) convened to draft a set of fair use guidelines. These guidelines, while not legally binding, are a great resource to follow.

PROBLEM

Many institutions have adopted a policy of “when in doubt, obtain permission.” However, in education, the volume of work cited, referenced, used in research or reporting, can be tremendous. Likewise, one would not want to discourage students from board-based research and consideration of works that are copyrighted, where students seek use for education rather than commercial gain.

In the past, teachers found themselves confined to a classroom and felt generally safe about calling fair use decisions. In a digital world, however, teachers no longer operate behind closed doors and must become knowledgeable practitioners of fair use. It is important that all staff who post online content or recommend online content for posting understand the importance of only citing works that have permission or fall within the guidelines for fair use or public domain.

SOLUTION

We intend to be in compliance with the law as it relates to Copyright and Fair Use. Likewise, we wish to model practices for students that abide by the law and give consideration to those who create works worthy of citing or including in one’s research, writing, or study. As good (digital) citizens, we appreciate that it is in good taste to ask for permission to post or quote the work of others. It is unlikely a teacher will end up in court over an infringement - unless such infringement interferes with the owner’s potential income. Teacher’s should know how to ask for permission and should teach students to ask before using any material that might be in question.

Most digital resources predate copyright law, but we all know that the internet is not in the public domain – so fair use would apply. In Education World (cited below), you’ll see this – “as a general rule, a good way to determine whether a multimedia resource is copyright protected or in the public domain is to relate it as closely as possible to a print resource.” Use caution with posting or copying links to sites with descriptions; downloading graphs, logos, fonts, photographs, or illustrations; using information from a site and making it sound like it is your own; bypassing advertising to “deep link” a site; or simply copying a site’s html code. Keep in mind that works cited on a site may not have all the proper permissions, so question your sources.

Software use and licensing should be handled on a case-by-case basis, in coordination with administration and district technical staff.

- Copyright basics video (licensed by the Copyright Clearance Center)
http://www.copyright.com/content/cc3/en/toolbar/education/resources/copyright_basics1.htm
↓

- Copyright on Campus (licensed by the Copyright Clearance Center)
http://www.copyright.com/content/cc3/en/toolbar/education/resources/copyright_on_campus.html
- Using Course Management Systems – Guidelines and Best Practices for Copyright Compliance (published by the Copyright Clearance Center).
<http://www.copyright.com/content/dam/cc3/marketing/documents/pdfs/Using-Course-Management-Systems.pdf>
- Campus Guide to Copyright Compliance for Academic Institutions – sourced from www.copyright.gov and published by the Copyright Compliance Center
<https://www.copyright.com/Services/copyrighoncampus/>
- Exceptions for the Use of Materials in an Educational Setting are covered in these online materials from the Copyright Compliance Center
https://www.copyright.com/Services/copyrighoncampus/basics/fairuse_edu.html .
- “Education World” offers a free online resource as a guide to copyright and fair use for educators. http://www.educationworld.com/a_curr/curr280.shtml
- Resources for seeking permission:
 - Written materials
 - The Copyright Clearinghouse (www.copyright.com)
 - Musical performances:
 - BMI (www.bmi.com)
 - ASCAP (www.ascap.com)
 - Song reproductions:
 - National Music Publishers’ Association (www.nmpa.org)
 - Photographs:
 - Corbis (www.corbis.com)
 - Time, Inc (www.thepicturecollection.com)
 - Istockphoto (www.istockphoto.com)
 - Famous artwork:
 - Art Resource (www.artres.com)
 - Cartoons:
 - The Cartoonbank (www.cartoonbank.com)
 - If you know the author or the author is listed, you may contact them directly. Obtaining approval in writing is preferable, but verbal agreement (well documented) is better than none. Sending a letter of confirmation from your office detailing the terms of the agreement and content of the conversation would be a good document to keep.
 - When requesting copyright permission, a lack of response from the copyright holder does not, under U.S. law, negate the need to obtain permission. Keep in mind that some works may contain multiple copyright holders and require permission from each.

Anyone can call the copyright office toll free at 1-877-476-0778. Contact information is also available via email on the copyright.gov website.

Chapter 1000 of copyright law covers Websites and Website Content. Read the full text at <http://www.copyright.com/content/dam/cc3/marketing/documents/pdfs/Using-Course-Management-Systems.pdf> .

CONCLUSION

It seems that teachers must look at copyright from two angles. First, to make sure students understand the importance and implications of non-compliance with the law and the spirit of the law that protects original work. Second, the teacher must also abide by Fair Use under the law and model due diligence for students, while protecting themselves and the school district. In addition to this paper, a list of examples, indicating what might be permissible and what might be in question, is available as a guide for the classroom. While copyright is a sometimes vague and elusive target, it is expected that teachers in the Maryville City Schools will make every effort to be acquainted with the law, to become a practitioner who upholds and models lawful behavior, and who questions use or misuse of copyright with others who work for the district, as well as students. The greatest defense for a possible infringement is to (1) always refrain from situations where you might limit potential financial gain of a copyright holder (2) keep your cited works, either online or in print, to a minimum quantity and update them regularly (3) add a disclaimer to your online resources indicating that you either have permission, are seeking permission, or are only using cited sources for educational purposes under Fair Use.