

Calvert County Public School  
1305 Dares Beach Road  
Prince Frederick, MD 20678

**Administrative Procedures for Policy #2718 (Instruction)  
Regarding Administration of the CCPS  
District and School Websites**

I. Purpose

- A. The purpose of this procedure is to provide a framework and accountability for the structure and content of Calvert County Public Schools' (CCPS) district and school websites. This framework serves critical objectives:
1. Educational Purpose: Ensuring that information published on these websites aligns with CCPS's educational goals.
  2. Privacy Protection: Implementing reasonable controls to safeguard the privacy of CCPS staff and students in the global communications environment.
  3. Quality Standards: Adhering to best practices and maintaining the highest educational and technological quality standards.
  4. Accessibility: Providing content that is accessible to students, parents, and community members with disabilities.

By adhering to this framework, CCPS aims to enhance communication, transparency, and educational value through its online presence.

II. Background

- A. Calvert County Public Schools maintains official district and school websites to provide parents, staff, students, and the larger community with valuable information about and technical support for the academic, administrative, and operational aspects of the school system. These websites are a non-public forum. CCPS may place restrictions on the content posted on or accessed through these websites.

III. Definitions

- A. Educational Purposes – Those actions directly promoting the educational, instructional, administrative, business, and support services mission of CCPS, and related to any instruction, project, job, work assignment, task, or function for which the user is responsible.
- B. Inappropriate Content – Content that violates law, CCPS policies, or CCPS regulations; poses a potential threat to the health or safety of students; might reasonably be perceived to advocate student drug, alcohol, or tobacco use, violence, sex, illegal discrimination, or other illegal activities; contains language or images that are obscene, libelous, slanderous, profane, or derogatory to individuals; or causes, or might reasonably be predicted to cause, substantial disruption of or material interference with school activities or the school's learning environment.

Instruction #2718.2

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- C. Content Supplier – The principal, administrator, or designee of the school or department who supplies the Webmaster with content to post on their respective site. The Webmaster is the site manager for the district and school websites.
- D. Legitimate Educational Interest – Refers to the demonstrated need to access student information by school officials who act in the student’s educational interest. According to FERPA regulations, a school official has a legitimate educational interest if the information requested or accessed is relevant and necessary to the official to perform tasks that are specific to their CCPS job responsibilities. Template – A modular, structured webpage with components that are consistent on every page.
- E. Webmaster – The CCPS staff member responsible for creating and maintaining the website.
- F. Web Services – The unit responsible for managing the district and school websites, under the direction of the Director of Information Technology.
- G. Staff – All regular, contracted, and temporary employees of Calvert County Public Schools.
- H. Web Content Accessibility Guidelines – WCAG 2.2, Conformance Level AA, or the latest version of these guidelines.

IV. Procedures

A. Requirements

1. The district and each school must have a website. District and school websites must use the approved website template. Use of external sites are strongly discouraged for school-related business and communications. Should the use of an external site be unavoidable, the site must first be approved by Web Services.
2. All content placed on the district and school websites, including links to outside organizations, must serve the educational purposes of the school system and comply with CCPS policies, regulations, administrative procedures, school rules, and accessibility guidelines.
3. Content suppliers are responsible for the following:
  - a. Submitting content to the Webmaster to post on their respective website. Each request should include:
    - 1) Heading and description of content.
    - 2) Content including, but not limited, to documents, text, videos, and images.
    - 3) Specific location where content should be located.
    - 4) Date when content should be posted.
    - 5) Date when content should be removed, if applicable.
  - b. Reviewing the site to ensure the content is appropriate, accurate, timely, and serving educational purposes.

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- c. Working with the Webmaster to remove any content or links that do not serve educational purposes, are not appropriate, or fail to meet accessibility guidelines.
- d. Meeting accessibility standards by utilizing accessible templates for documents.

B. Guidelines for appropriate content

1. Website content must have a clear educational purpose and meet the standards for appropriateness.
2. All content placed on the district and school websites must comply with all CCPS policies and procedures, including Policy 1047: Distribution of Materials; Policy 2718: Responsible and Appropriate Use and Accessibility of Computer Systems and Other Electronic Communications; Policy 1740: Ethics; and Procedure 1740.6: Confidentiality. All content posted on the district and school websites must comply with The Family Educational Rights and Privacy Act (FERPA) of 1974.
3. All content placed on the district and school websites must be current and meet academic standards for proper spelling, grammar, content, and accuracy.
  - a. Operational and time-sensitive information, such as address, school hours, calendar items, staff directory, and opening of school information, must be maintained as current.
  - b. Unfinished sites and webpages should not be published until completed.
  - c. All documents must be posted in Portable Document Format (PDF) to ensure maximum viewing capability.
4. Web Services will publish information and guidelines regarding appropriate notification, disclosure language, and accessibility guidelines on the district and school websites.
5. Websites created and maintained by students should be labeled as student work.
6. Copyright
  - a. The district and school websites will not contain content or resources that have been copied from other websites without obtaining permission from the webmaster, creator, owner, or publisher of the content unless the content is clearly stated to be in the public domain, or the owner gives permission or license for reuse. See Policy 1630: Regarding the Use of Copyrighted Materials.
  - b. School and department websites should not use a trademark, service mark, or logo of the owner without the owner's written consent.

- c. Webpages on the district and school websites are the property of CCPS, unless they display student work or content created by others. In each of these cases, written permission is required. Outside requests to reuse content from the district or school websites should be directed to the Webmaster.

C. Compliance with the Rehabilitation Act and Americans with Disabilities Act

1. The district is committed to compliance with Section 504 of the Rehabilitation Act of 1973 and Title II of the Americans with Disabilities Act (ADA) of 1990 regarding the district and school websites so that students, parents, and community members with disabilities are not excluded from participation in, denied the benefits of, or otherwise subjected to discrimination in any district program, service, or activity.
2. Content suppliers must be familiar with WCAG and are encouraged to attend in-house accessibility training or other training as recommended. The accessibility guidelines require, but are not limited to:
  - a. Ensuring that all elements are recognizable by assistive technologies.
  - b. Including text-only alternatives whenever there are moving images, complex images, or color elements that may be difficult for visually impaired users
  - c. Ensuring that images providing direction or information use alternative text that is available to screen readers.
  - d. Including, at minimum, captions or subtitles for audio and videos.
3. Fundamental Alteration/Undue Burden
  - a. If, in the opinion of the Superintendent or the Superintendent's designee, after considering all resources available for use in the funding and operation of a technology-related service, program, or activity, that the technology-related service, program, or activity fundamentally alters the CCPS program or the cost is an undue burden to CCPS, the Superintendent or their designee shall ensure that equally effective alternative access is provided to individuals with disabilities so they receive the same benefits or services provided by CCPS as their nondisabled peers to the maximum extent possible.
4. Reporting Accessibility Concerns
  - a. A student, parent, or community member who wishes to report a complaint or concern regarding the accessibility of the district or schools websites may contact Web Services, the district's Department of Information Technology, or submit a complaint to the district through the "Contact Us" form, which can be found on the "Site Accessibility" webpage.

- b. The report will be promptly investigated by Web Services. During the investigation, the district will take reasonable measures to communicate with the reporting party.
- c. Web Services shall prepare a written report of the findings and conclusions within a reasonably prompt timeframe following the completion of the investigation.
- d. Web Services shall contact the reporting party upon the conclusion of the investigation to discuss the findings, conclusions, and actions to be taken as a result of the investigation.
- e. Web Services shall maintain all records of reports concerning accessibility issues in accordance with the district's record retention policy.

D. Links to external sites

- 1. Links to non-CCPS websites must support the educational purposes of CCPS. These links should open in a new window.
- 2. Web Services shall routinely monitor the links to external sites to determine compliance with this policy.
- 3. If Web Services determines that links to external sites are not accessible, Web Services shall require the content supplier to contact the external site in an effort to bring the external site into compliance with CCPS policy and offer equally effective alternative access to the program, service, or activity encompassed by the external site to individuals with disabilities so they receive the same benefits or services provided by CCPS as their nondisabled peers to the maximum extent possible.

E. Advertising and Public Service Announcements

- 1. The district and school websites do not accept paid advertising or sponsorship from commercial entities and do not promote commercial entities. An individual school or department webpage may contain the name, logo, or icon of a business that has been identified as a partner in education and has given permission by the site manager for its use; however, the website may only link to the business partner's website if it serves an educational purpose. See Policy 1047: Regarding Display and Distribution of Materials.

F. Confidentiality of student information

- 1. The district and school websites shall comply with CCPS policies and procedures, including Procedure 1740.6: Regarding Confidentiality and the Family Educational Rights and Privacy Act (FERPA). As defined by FERPA, the website content shall not reveal personally identifiable information about students or employees to any individual or agency unless they have a legitimate educational interest.

2. At no time shall any student's home address, telephone number, email address, birth date, social security number, or information made confidential by state or federal law appear on the district or school websites.
3. Photos and videos of students must comply with Policy 1100: Regarding Communications.

G. Responsibilities of Web Services

1. Web Services, reporting to the Director of Information Technology, shall be responsible for implementing this procedure, maintaining and developing the district and school websites, managing access to school and department sites, handling reports and investigations of accessibility issues, and monitoring all website activities for compliance with Board of Education policies, applicable laws and regulations, and this policy.
2. The Webmaster will provide technical requirements, support, and training for developing and publishing content on websites.
3. If Web Services or the Director of Information Technology identifies problematic content on a district, school, or department website, appropriate action will be taken to modify the problematic content or remove it in order to comply with this policy.
4. Web Services shall routinely monitor the accessibility of content on the website.
5. CCPS reserves the right to edit, delete, or modify any webpage content as it sees fit to comply with the intended purposes of the website and these procedures.
6. Violations of this procedure, Policy 2718: Acceptable Use of Computer Systems, or any other CCPS policy or procedure may result in loss of publishing privileges or disciplinary action.