

Community Relations

Internet Publications

The Internet and the World Wide Web present the district and its schools with an opportunity to provide information to parents, the community and the world about our schools, our mission, and our curriculum and instruction. The Board charges the district administration with responsibility for establishing and maintaining a district-level presence on the World Wide Web.

The availability of Internet access in White Plains schools provides an educational opportunity for students and staff to contribute to the district's presence on the World Wide Web. The Board encourages individual schools, classes, teachers and school programs to create Web pages on the district site which share their activities and which provide new information resources to Web users.

When developing and publishing Web pages, creators must follow the content and technical standards established by the district administration. Every reasonable precaution must be taken to ensure the safety of our students and the security of our systems.

The White Plains Web site should be:

- an intuitive and easily navigable structure for accessing information about the district;
- an interactive means of electronic communication among members of the administration, faculty, student-body, parents, associated organizations and community;
- a place to showcase innovative teaching strategies, global classroom projects and student multimedia presentations;
- a gateway to reliable information resources and educational sites on the World Wide Web.

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Content Standards

Building and district administrators, the Office of Instructional Technology and the Parent Information Center are responsible for Web page approval. Representatives from these groups will form a Web Publishing Committee to oversee Web publishing activities in the district. All pages on the district Web site must meet the following content standards.

1. Subject Matter

All subject matter on Web pages should relate to curriculum, instruction, school-authorized activities, and general information that is appropriate and of interest to others, or it should relate to the school district, or the schools within the district. Therefore, neither staff nor students may publish personal pages as part of the district Web sites, or pages for other individuals or organizations not directly affiliated with the district. Neither students nor staff may use the district's Web pages to provide access to their personal pages on other servers or online services. Staff or student work may be published only as it relates to a class project, course, or other school-related activity.

Direct links on district Web pages to other systems should follow the same guidelines as materials published on the system itself. If the material would be inappropriate on the district system, then direct links to it on another system would also be inappropriate. The Office of Instructional Technology and the Parent Information Center administrators will determine if links bring inappropriate materials too close to the system (even if removed by several links) and will ask authors to remove such links from their pages.

2. Quality

All Web page work must be free of spelling, grammatical and mechanical errors. Regarding the question of quality or propriety of Web page material, appearance, or content, the judgment of the aforementioned Web Publishing Committee will prevail.

Design and Technical Standards

Each page that is part of the district Web site must contain certain elements that will ensure design and technical consistency. Templates will be provided as the starting point for all Web page authors. A set of navigation links will appear on each page that allow the user to link to the appropriate point(s) in the district Web pages will be included in this template. In addition, the following design and technical standards must be met for all district Web pages.

- 1 At the bottom of the Web page, there must be an indication of the date of the last update to that page and the name and e-mail address of the person(s) responsible for the page.
2. The district reserves the right to develop additional consistency standards as the need arises.

3. All Web pages must be submitted to the Web Publishing Committee or its designates for review prior to their placement on the district Web server(s).
4. No computers other than the assigned district Web server or district endorsed Web servers shall be configured as Web/FTP servers.
5. Standard HTML formatting or a district template supported by a Web page development system must be used for district Web pages. Browser friendly HTML editors or word processor programs that save files as HTML files may be used.
6. Users must exhibit care when creating Web pages with extensive titled backgrounds or large graphics. Such files require extensive download time, are frustrating for modem users, and slow down the file servers. As a general rule, a Web page should not take longer than one minute to download over a 14.4K modem connection. Graphics files shall be under 670K in size unless a special situation exists that requires a larger graphic.
7. The authorized teacher who is publishing the final Web page(s) for herself or himself, or for a student, will edit and test the page(s) for accuracy of links, and check for conformance with standards outlined in this policy.
8. Web pages may not contain links to other Web pages not yet completed. If additional pages are anticipated, but not yet developed, the text that will provide such a link should be included. However, the actual link to said page(s) may not be made until the final page is actually in place on the district server(s). No "Under Construction" pages should be created.
9. All Web pages must be given names that clearly identify them. The names of all documents shall coincide with current district naming practices and structures for the Web site.
10. Any graphics, sounds, or video used on Web pages must conform to the format currently used or approved by the district for the Web site.

Web pages may not contain any student e-mail address links, any survey-response links, or any other type of direct-response links.
12. Final decisions regarding access to active Web pages for editing content or organization will rest with the Web Publishing Committee.
13. All Web pages shall be linked to other district pages in relation to their current location on the server(s).

Authorship

Internet access for the purpose of publishing to the Web is provided to individuals and groups who have been authorized by the Web Publishing Committee. Creators of Web pages need to familiarize themselves with and adhere to the following policies and guidelines. Failure to follow these policies may result in the loss of authoring privileges or other more stringent disciplinary measures.

Any school, teacher, class or group wishing to publish a page on the district Web site must first complete a Web Page Development Contract and have it approved by the Web Publishing Committee. Classes or student groups must have a teacher willing to co-sign and sponsor their contract. All pages must meet district guidelines before they will be published to the district Web site. The individual(s) who sign the Web Page Development Contract will be responsible for the content and maintenance of the page.

Ownership and Retention

All Web pages on the district's server(s) are property of the school district. The district reserves the right to remove or delete pages when they become outdated or violate district policies or guidelines. The district also reserves the right to edit all Web pages.

Student Safeguards

District policies and related statutes pertaining to "directory information" will govern the release of personal data and images of students. In addition, the following guidelines will govern the use of student information on district Web pages.

Documents may not include a student's phone number, addresses, names of other family members, or names of friends.

2. Published e-mail addresses are restricted to staff members or to a group address where arriving e-mail is forwarded to a staff member.
3. Decision on publishing student pictures (video or still) and audio clips are based on the supervising teacher's judgment. The teacher must first check with the school office or the District Clerk to determine if the student's parents/guardians have objected to such publication through the regular Data Privacy restriction process. Students' pictures should not be linked to their names.
4. Web page documents may not include any information that indicates the physical location of a student at a given time, other than attendance at a particular school, or participation in activities.

School Board Policies

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

No unlawful copies of copyrighted materials may be knowingly produced or transmitted via the district's equipment, including its Web server(s).

2. Documents created for the Web and linked to district Web pages will meet the criteria for use as an instructional or informational resource.

3. Any links in district Web and linked to district Web pages will meet the criteria for use as an instructional or informational resource.
4. Web pages may not include or link to entities whose primary purpose is commercial or political advertising. Advertising is not allowed on district Web pages.
5. All communications via the district Web pages will comply with the district network use policy and the district discipline policy.
6. Any student information communicated via district Web pages will comply with district policies on data privacy and public use of school records.
7. Any deliberate tampering with or misuse of district network services or equipment will be considered vandalism and will be handled in accordance with the district network use policy and other related policies.

Given the rapid change in technology, some of the technical standards outlined in these rules may require change throughout the year. The Office of Instructional Technology will make such changes with approval of the Superintendent. These rules will be updated on an annual basis, or more frequently if required.