

A. INTRODUCTION

The backbone of effective technology use involves commitments, policies, and practices to support safe, efficient, and beneficial implementation. The Alleghany County Schools is committed to providing a sound operational infrastructure through this Operational Use Policy (OUP) and related technology policies. This policy shall be interpreted and applied consistently with other technology policies of the Alleghany County Schools.

In accordance with goals established in board policy 6500, Goals of Equipment, Materials and Supplies Services, the Alleghany County Board of Education and Superintendent will strive to make computers available to all students and to personnel who would be assisted by them.

B. GENERAL PROVISIONS**1. Responsible Personnel**

The following school staff members are primarily responsible for implementing effective technology use in the Alleghany County Schools. Their responsibilities are briefly, but not exhaustively, identified below.

a. Superintendent:

- Develop a system-wide technology plan
- Oversee the implementation of the technology plan and policies in a legally compliant and effective manner
- Monitor and assess the use of technology resources for operational and instructional effectiveness
- Assess and seek resources required for effective technology use
- Assure proper training and supervision of all staff technology users
- Periodically review and update technology policies and practices to reflect changes in technical, legal, and instructional requirements.

b. Technology Director:

- Support and advise the Superintendent in carrying out his/her duties above
- Serve as a primary coordinator for implementing the planning, evaluation, development, and implementation of major School System technology practices
- Keep abreast of best practices in technology use and legal compliance
- Direct and/or coordinate with other staff and offices the implementation of technology use

- Serve in other roles as assigned by the Superintendent
- c. Other Executive Central Office Staff:
- Other system executives, including associate or assistant superintendents, the business officer, the human resource director, the staff development director, shall assist the Superintendent with his/her duties to implement technology use policies and shall coordinate their efforts with the Technology Director as necessary.
- d. Principals:
- Oversee development and implementation of the System Technology Plan for his/her respective school
 - Be knowledgeable of all technology policies pertaining to school operations
 - With assistance from the Technology Director, ensure proper training of students and staff regarding relevant school technology policies and appropriate legal principles
 - Monitor student and staff technology use and compliance with School technology policies and report any violations to the Technology Director
 - Develop additional school-specific policies, rules, or practices as necessary
 - Provide feedback to the Technology Director concerning practices and policies needed to improve technology use
 - Ensure that school web page development and other school electronic communications comply with School policies and legal rules.
- e. School Media and Technology Coordinators:
- School-based staff responsible for technology and media shall assist the principal in carrying out his/her duties.
- f. Technology Oversight Panel:
- The Superintendent may choose to establish a Technology Oversight Panel responsible for general oversight, advice, coordination, and planning for technology use within the Alleghany County Schools. Such a panel may be comprised of the Technology Director, other expert staff, principals or other school practitioners, the school attorney, volunteers, or other skilled individuals to ensure comprehensive, insightful, innovative, safe, and legal decision-making regarding the System's technology practices. This panel may also serve to review policy violations and requests for waivers or exceptions, examine other forms of policy and practice implementation, and recommend changes in School policy to the board.

2. Board Control and Personal Computers

All computers and other technology resources owned by the Alleghany County Schools are under the control of the board, including hardware, software, and data and word processing files stored on such computer and related equipment. No personal software, media files or other large data files, are to be kept on the computers without prior approval. Approved personal software or files are not to be used on the computer unless sufficient steps, as defined by the superintendent or designee, have been taken to protect a computer from viruses or any other potential damage.

C. PLANNING, COORDINATION, AND POLICY DEVELOPMENT

1. Instructional Technology Plan

As required by law, the Superintendent shall develop, for board approval, a school system technology plan to be submitted to the State Board of Education. Funding received shall be used to implement that plan. The Superintendent should also seek other additional funding and resources to strengthen the school system's use of technology.

2. Strategic Planning and Coordination

The Superintendent, with assistance from the Technology Director and other staff or panels, shall periodically audit, assess, and strategically plan for effective technology use in the Alleghany County Schools. Such assessment and planning should occur frequently enough to allow for necessary modifications in policy and practice that reflect changes in technical, instructional, and legal developments.

D. INFORMATION MANAGEMENT

The Alleghany County Schools shall strive to implement and maintain an efficient and orderly system of recording, maintaining, protecting, and disposing of electronic records to conform with effective organizational practices and legal requirements, particularly regarding privacy and confidentiality, accessibility for necessary administrative and legal disclosure, public access, and record retention and disposal.

An "Electronic Record" is defined as a record created or reproduced in any medium by means of any system requiring the aid of electronic technology to make the record readable or otherwise comprehensible by ordinary human sensory capabilities.

The state Department of Cultural Resources (DCR) offers guidelines and practices to guide state agencies and school systems. These are available under Appendix 2 of board policies. The Superintendent and technology staff shall strive to remain informed of best practices and legal requirements in order to continually monitor and improve the Alleghany County Schools electronic data management practices. School officials responsible for record management and disposal should participate in training available to them for such purposes. All School System staff should also be trained in proper electronic records management.

1. Network Monitoring and Privacy

The Alleghany County Schools shall implement all reasonable measures necessary to protect sensitive and confidential school records from unauthorized or accidental access, manipulation, and disclosure. Technology users who are responsible for preserving the integrity of school records should be trained regularly regarding the measures they are to employ.

Examples of common confidentiality violations to be protected against include:

- mistaken network or website availability or network hacking of personal information such as social security numbers, passwords, student grades, or personnel data;
- posting student identifying information on system webpages;
- sending confidential information via e-mail to improper recipients;
- leaving confidential information open on computer screens or other equipment and available for unauthorized viewing;
- improperly downloading, storing, or sharing confidential information on personal computers or devices.

2. Public Records Compliance

North Carolina's public records law establishes the public's right of access to all government records except those specifically exempted. Public records include:

- all documents, papers, letters, maps, books, photographs, films, sound recordings, magnetic or other tapes, electronic data-processing records, artifacts, or other documentary material, regardless of physical form or characteristics, made or received pursuant to law or ordinance in connection with the transaction of public business by any agency of North Carolina government or its subdivisions.

Particular electronic requirements apply as follows:

- Database Indexes: requires schools to maintain an index identifying the contents of all databases.
- Accessible and Reliable Data Storage: requires a determination that an agency network or computer system will not impair the public's right to inspect the records maintained in that system.
- Inspection Format: entitles members of the public to receive requested documents "in any and all media in which the agency is capable of providing them," including electronic files. (This does not require, however, an agency to put into an electronic medium any document not kept in such format.)

Examples of electronic records conveyed or stored on School System equipment that may be subject to public records laws and production requests include: e-mail messages involving the conduct of school business, internet usage data (including cache files, websites histories, "cookies," downloaded documents), and phone and text message records. Staff of the Alleghany County Schools should always be mindful to use school technology resources as public stewards of such resources and strive to use them in a way that, if publicly disclosed, would reflect well on the staff and the Alleghany County Schools.

In conjunction with policy 5070, the Superintendent, with the assistance of the Technology Director, public records employees, and other staff, shall ensure that electronic public record files are preserved, accessible, and made available for public inspection and preservation according to state guidelines.

3. INDEXING OF COMPUTER DATABASES

All computer databases compiled or created after June 30, 1998, will be indexed as required by law. The form and content of the indexes will conform to the guidelines issued by the North Carolina Division of Archives and History.

Any computer database that is being considered for purchase or lease by the school system and that will be subject to the indexing requirements should include the statutorily required index provided by the vendor at no additional cost to the school system.

In addition, the school system will voluntarily index databases created or

compiled prior to July 1, 1998, so long as the process is not unreasonably burdensome or costly. Any voluntary indexing does not have to meet statutory requirements or the guidelines issued by the North Carolina Division of Archives and History.

4. Record Retention

Federal and state law and effective management practices require certain electronic records to be stored and preserved for varying lengths of time depending on their value. State law states that “[e]lectronic data processing records . . . regardless of physical form or characteristics, made or received pursuant to law or ordinance or in connection with the transaction of official business” are public records subject to state records retention requirements. It further directs that “[n]o person may destroy, sell, loan, or otherwise dispose of any public record without the consent of the Department of Cultural Resources” (DCR). Thus, to the extent that electronic records fall into the same categories as their hardcopy counterparts, they are subject to the same general retention requirements unless otherwise directed.

The primary record disposition schedule governing North Carolina school systems is entitled, “Records Retention and Disposition Schedule: Local Education Agencies” (LEA). These resources are available under Appendix 2 of board policies.

Other DCR publications and resources offer interpretive guidance and practical recommendations regarding electronic records; these are available on the DCR web site at <http://www.ncdcr.gov> and should guide the Alleghany County Schools in its electronic record retention practices. Specific guidelines and tools are available under Appendix 2 of board policies.

State law allows local agencies to develop their own retention schedules, subject to approval by the DCR. Therefore, the Superintendent, with input from the technology and public records staffs or panels, should periodically assess whether to develop and maintain a particularized record disposition schedule or whether to follow the rules and guidelines established by the DCR schedule for LEAs.

The enormous number of e-mail messages and constantly developing and changing webpages of the Alleghany County Schools make compliance with public records and record-retention requirements for these media a difficult challenge. Nevertheless, the Alleghany County Schools shall

work diligently to ensure compliance with retention schedules and to provide adequate backup capabilities, recovery technology, physical and electronic security, and general record integrity. In addition, it shall strive to avoid excessive and unnecessary record retention of files to avoid inefficiencies and waste, and potentially subject the School System to additional legal liability. Guidelines and principles governing specific types of electronic records such as e-mail and webpages are described below.

a. E-mail

Generally, the electronic files, like their hardcopy counterparts, should be catalogued and disposed of, or retained, based on their ongoing “value.” Files with no further reference value should be discarded when their reference value ends; messages specifically concerning the School System’s policies, procedures, directives, regulations, rules, or other information that might provide the public with evidence of the organization, functions, and accomplishments of the school system.

E-mail records should normally be handled in accordance with the following principles:

- Most e-mail documents are minor administrative records having only brief reference value; such records should be destroyed within three months of creation.
- E-mail having significant administrative, legal, research, or other value should not be maintained in an active or dynamic e-mail system, but should be transferred to an off-line digital storage medium and appropriately scheduled for retention and disposition. (Such transfers permit the purging of records from the active e-mail system at regular intervals while also providing a capability for restoring the records to their original condition, without loss of format or informational content.)
- Messages should remain in an e-mail system no longer than one year and preferably no longer than six months.
- Handle e-mail backups separately (from regular system backups) to avoid long e-mail retention periods.
- Examples of e-mail to be filed (as valuable records) include those that involve policy decisions, outline procedures, show agency action, give guidance, are unique, or have an uncertain status.
- Examples of e-mail to be discarded (as records of ephemeral value)

include reservations for travel, confirmation of appointments, personal messages, transmission of other documents without comment, or junk mail.

State resources available for E-mail use and retention include the following:

- E-mail as a Public Record in North Carolina: Guidelines for its Retention and Disposition:
http://www.records.ncdcr.gov/erecords/Email_8_02.pdf
- E-mail User Guidelines Checklist:
<http://www.records.ncdcr.gov/erecords/Emailchecklist.pdf>
- Managing Your Inbox: E-mail as a Public Record (online tutorial):
http://www.records.ncdcr.gov/tutorial_email_20080801/index.html

b. Website Records

Webpages are often dynamic, changing frequently. To the extent that each edition of a webpage contains certain unique information concerning the business of the Alleghany County Schools, each edition, technically, should be archived. This may become practically unfeasible though every reasonable effort should be made to comply with archiving rules. At a minimum, “snapshot” copies of webpages should be taken on a reasonably recurring basis and stored in System archives. School staff responsible for records compliance should consult additional DCR and other useful resources for maintaining webpage records.

E. PROCUREMENT, MAINTENANCE, AND DISPOSAL OF TECHNOLOGY RESOURCES

The Alleghany County schools shall strive to procure, maintain, and dispose of technology resources and materials in a legal and cost-effective manner. This includes conforming to state e-quote, e-procurement, and e-transaction requirements and recommendations and to reporting obligations under state and federal e-reporting requirements such as the No Child Left Behind Act.

1. Guidelines for Procurement

Technology resources are to be purchased and used which best promote the Alleghany County Schools educational mission and comply with its policies and governing laws, including state bidding and purchase

requirements. Procurement decisions including but not limited to, the following practices:

should be guided by prudence, principles and

- a. The resource is necessary to support, directly or indirectly, the educational and/or operational objectives of the System.
- b. The resource is compatible, or can be made compatible, with other technology resources, including the System network..
- c. The Technology Director will set minimum standards for technology resources that are purchased or donated. Upgrading, hardware conditions, and similar requirements will reflect high performance standards.
- d. Staff training should be offered where necessary to maximize the benefits of technology resources.
- e. Sufficient staff and other support exist to adequately evaluate, use and maintain technology resources.

2. Maintenance and Disposal

The Technology Director and staff shall develop procedures for the maintenance, upgrading, replacement, and disposal of technology resources. This shall include provision for donations to and from the Alleghany County Schools. These procedures shall follow state rules and guidelines and prevailing best practices.

F. SECURITY

The Superintendent, with the assistance of the Technology Director and staff, shall develop and implement reasonable measures, protocols, and regulations to secure Alleghany County Schools technology resources and data from damage, theft, unintended disclosure, and other measures that threaten technology resource integrity and user safety and rights. Such measures shall conform, to the extent necessary and feasible, with prevailing industry standards, shall comport with applicable laws, and shall be addressed as necessary in all user training to ensure system-wide understanding and compliance. More specifically, the Superintendent shall ensure that the Alleghany County Schools conforms to the requirements of the Children's Internet Protection Act (CIPA) and federal E-rate requirements to minimize the risk of harm to students through the use of Internet safety devices and procedures, and to maximize the receipt of federal funding for internet access and other resources.

1. Passwords & Access

All technology users of the Alleghany County Schools shall normally be required to identify themselves by using a user identification (ID) and personal password before using the System network or any other major technology resources, such as workstations and computers. The Technology Director and staff shall implement and oversee the assignment of user IDs and passwords and other processes to protect against unauthorized user access, damage, and harm. Users who no longer are a part of the Alleghany County Schools community or otherwise not entitled to use its technology resources shall have their access rights terminated or limited promptly.

2. Vendor and Other Outside User Access

Vendors, consultants, or contractors retained by the Alleghany County Schools and volunteers, government agents, or other individuals not a regular part of the school community may require access to technology resources and to school data, some of which may be confidential including access codes, user records, or other sensitive information. The Superintendent, with the aid of the Technology Director and other staff or committees, shall implement any procedures and rules necessary to minimize the risk of a breach to network and technology security, privacy, or integrity, using as necessary, prevailing practice standards, protocols, and rules. All staff involved in hiring and oversight for such outside users shall be regularly and fully informed of these protocols and rules and trained in their implementation and in security protection.

All outside users shall, at a minimum,

- sign a “Consent and Confidentiality” contract or other contract or binding document with a “Consent and Confidentiality” clause indicating agreement to conform to applicable System policies and confidentiality requirements;
- not access, copy, manipulate, distribute or otherwise use, as the case may be, the System network, data, or any other equipment or information for reasons other than those necessitating access to such resources.
- not have remote access except when it is essential to complete their work; when access is granted, vendors shall comply with all network security requirements, and their use shall be subject to reliable tracking procedures and access requirements.

- notify the Technology Director or other designated supervising staff of changes in the employment status or functions of the user(s) or their agent(s) involved in the System project as such changes affect their work for the school system.
- Retain responsibility for protecting their private equipment and files from damage caused by access to the System network.

G. E-COPYRIGHT

Electronic documents can be reproduced and distributed electronically with great speed, ease, and anonymity. This significantly increases the potential for liability of the Alleghany County Schools and its agents.

Users may not illegally copy another person's copyrighted materials, including those available or obtained via electronic sources such as e-mail or the Internet unless (1) the material is in the public domain, (2) the author grants permission to do so, or (3) the use is permitted by some exception in the copyright law, the most common and widely applied being the "fair use" exception to the federal Copyright Act. The fair use exception applies in contexts such as teaching, scholarship, or research and involves consideration of four primary factors:

- purpose and character of the use;
- nature of the copyrighted work.
- amount and substantiality of the portion used in relation to the work as a whole; and
- effect of the use on the potential market for the copyrighted work.

All uses of technology resources and electronic communications shall comply with copyright laws and conform to Policy 3230/7330. Other helpful guidelines regarding electronic media are available from various sources, including the North Carolina State Board of Education's webpage on "Copyright for the Electronic Environment" at <http://www.dpi.state.nc.us/copyright1.html>

[NOTE: These guidelines were developed by the Consortium of College and University Media Centers; they are not legally binding rules nor universally endorsed. Therefore, compliance with these guidelines does not guarantee immunity from liability. Given the uncertainty and case-by-case nature of "fair use" rules, however, compliance with such guidelines demonstrates a good faith and reasonable effort to comply with copyright law and serves as a defense against a copyright violation claim.]

Specific practices and considerations are as follows.

1. Internet Content Distributed within the School System

Technically, Internet materials, websites, and other electronic materials belong to someone and there is not an inherent right to copy or forward those materials electronically to other users. Therefore, users should generally send access information (e.g., the original webpage link) rather than a copy of the content so others can view the materials on their original format.

2. E-mail

Technically, much of the e-mail received from private sources may be protected by copyright. Users should avoid or limit forwarding such material where private copyright protection is warranted, especially if the originator makes a request to that effect, and no right to forward the materials otherwise exists.

3. Electronic Copyright Exceptions for Face-to-Face and Distance Instruction

Federal law allows specific exceptions to the use of otherwise protected electronic materials for in-class instruction and electronic distance instruction. These include the following:

a. Face-to-Face (In-class) Instruction:

Works performed or displayed “by instructors or pupils in the course of face-to-face teaching activities...in a classroom or similar place devoted to instruction.”

b. Distance Education:

The performance of an entire “nondramatic literary or musical work or reasonable and limited portions of *any other work* . . . or display of a work in an amount comparable to that which is typically displayed in the course of a live classroom session, by or in the course of a transmission,” if the presentation comports with all of the following conditions:

- it is made or supervised by an instructor as an integral part of a class;
- it is directly related to and assists with teaching the course content;

- it “is made solely for, and to the extent technologically feasible,” limited to reception by students officially enrolled in the course; or
- officers or employees of governmental bodies as a part of their duties; and
- the transmitting institution adopts copyright policies, notifies staff and students of copyright requirements, and seeks to prevent unauthorized retention or dissemination of the work.

Such exceptions usually do not apply if the performance copy is not lawfully obtained and if the person responsible for its presentation knows or has reason to believe that this is so.

H. THE SCHOOL SYSTEM AS INTERNET SERVICE PROVIDER: LIABILITY LIMITATIONS AND PRECAUTIONS

To the extent the Alleghany County School System directly provides its technology users with electronic services such as network, Internet, and e-mail access, the System shall take all reasonable measures to ensure that such resources are used responsibly and legally, and to minimize potential liability from their abuse. Such liability includes defamation, harassment, copyright violations, or other legal claims because of the System’s role as an electronic service provider.

Officials and agents of the Alleghany County Schools responsible for controlling its online services should take all reasonable precautions to ensure responsible and legal use of these services. This includes the following actions:

- Establishing reasonable security and monitoring measures to minimize abuse and unauthorized access to electronic services and data;
- Notifying and instructing all users on a reasonable and regular basis of proper technology use, including copyright compliance;
- Taking reasonable remedial and preventative measures against users who abuse their privileges or are a threat to the network;
- Making good faith efforts to promptly remove or protect against any improper materials, communications, or other data contained in System’s network or files, and/or to disable user access when a responsible school official knows of the existence of such materials, communications or other data, or the threat thereof. (Such good faith efforts may immunize the School System against some legal claims, including copyright violations.)
- Responding promptly to legitimate notifications of actual or alleged copyright violations by a copyright holder or his/her representative.

I. STANDARDS FOR WEB PAGE DEVELOPMENT [FROM POLICY 3227]

The Board of Education encourages the use of the Internet as a means of providing accessible, accurate, and timely information for staff, students, parents, and others in the larger community to further the school district's objectives. The Internet lends the school district the opportunity to better communicate with its communities by posting pertinent district and school information on the web. The school district has established its official site on the web at <http://www.Alleghany.k12.nc.us>. In addition to this website, individual schools and departments may create school websites. This policy provides the standards that must be followed for development of all district-related websites. Failure to comply with this policy may result in the removal of a web page or website from the Internet. A "district-related website" is any Internet website that is established in one of the following ways:

- by school district employees or students on behalf of the district;
- by any school within the district;
- by any school-sponsored club or organization within the district; or
- through the use of school district equipment or the school district's access to the Internet.

Only those websites that are created pursuant to this policy are considered district-related websites. The board does not endorse, or assume any responsibility for, websites created by employees, students, or others outside the standards and guidelines of this policy. Students or employees who create personal websites that create a substantial and material disruption to the school environment may be subject to disciplinary action.

1. Nonpublic or Closed Forums for Expression

All district-related websites shall be "nonpublic" or "closed" forums for expression. This means that the district has control over information on such web sites and is not required to allow students, faculty, or others to place material on district-related web sites that the Superintendent or his/her designee determines is inappropriate for any such website. The purpose of district-related websites is to disseminate curriculum-related information, to present the public with information about the district, its schools and programs, and to provide the community with each school or department's mission, contact information, activities, organizational format, and instructional program.

District-related websites are analogous to newsletters from the administration or the individual school. District-related websites are not analogous to a

student newspaper or non-school publications.

2. Administration and Editorial Control

All staff members responsible for creating, developing, maintaining, editing, or approving a district-related website will behave legally, responsibly, and ethically in providing educational resources and information to support the mission and curriculum of the school district. Such persons will abide by the generally accepted rules of website etiquette, board policy, and regulations established by the Superintendent.

a. Superintendent Final Authority

The board delegates to the Superintendent, administrative staff, principals, teachers, and web managers the authority to place information on district-related websites. The Superintendent or his/her designee has final authority to approve or disapprove any information in whatever form on such websites.

b. School System Official Website

The Superintendent or his/her designee will have editorial control and responsibility for the content of the school district's official website. The Superintendent will appoint a staff member to serve as the web manager/editor of the district website.

c. Individual School Websites

The school district will provide each school with a web address, web design software, and disk space on the district server. All district-related websites will be housed on the district web server. Each principal will have editorial control and responsibility for the content of the individual school's official website, subject to review of the Superintendent or his/her designee. The principal will appoint a staff member to serve as the web manager of the school's website and a website committee to advise the editor and principal regarding the content of the school's website. Individual school websites must comply with the additional guidelines provided below.

d. Teacher and Student Websites

Each teacher will have editorial control and responsibility for the content of his/her official website and for the content of his/her students' websites, after receiving approval from, and subject to the ongoing review by, the principal or the Superintendent. With the knowledge and written consent of a student's parent or guardian, a teacher may allow a student to create a website within, or linked from, a school's or teacher's website only for the following instructional purposes: (1) to teach a student how to create or maintain a website or (2) to facilitate a student's work on school assignments or research projects. No student pages will be posted or made accessible to the general public until approved by the principal or his/her designee.

e. Personal Websites

The school district is not responsible for personal websites or web pages created or maintained by students, personnel, parents, groups, or organizations. Personal websites or web pages are not considered district-related websites or web pages, and are not covered by the provisions of this policy.

The Superintendent may use any means available to request the removal of personal websites that substantially disrupt or are likely to disrupt the school environment or that utilize school district or individual school names, logos, or trademarks without permission.

3. Website Appearance and Evaluation

Web page content will be kept current and maintained regularly. The name of the web page author, the date produced or revised, and the email address of the author will be included on all district-related websites. All district-related websites will be reviewed, proofed, and evaluated regularly by the Superintendent or his/her designee (for the official district website) or the principal or his/her designee (for individual school websites). The Technology Director or designee may develop additional web appearance guidelines and protocols.

4. Copyright Laws

Websites must comply with all copyright laws and board policy

3230/7330 (Copyright Compliance). Copyright permission must be obtained for the use of any copyrighted material. The Superintendent or designee and each principal or designee will ensure that all permission for use of copyrighted work or release of information is maintained in a safe place.

5. Links

a. Internal Links

All district-related websites and web sections will have a reference and hyperlink to the school district official website home page on all web pages. In addition, all district-related websites will provide a link to this policy.

b. External Links

The Superintendent, principals, web managers, and teachers have editorial control and responsibility for the linking of a district-related website to other sites on the Internet that are appropriate to the mission of the school district. Links to external sites (including externally hosted teacher classroom sites) must be approved by the principal. If required, web managers must obtain permission from external websites before links are established from any district-related website to external websites. To the extent possible, school personnel will determine the extent to which a secondary site is linked to other sites on the Internet and whether such sites are appropriate for access through the school district websites. Web managers will periodically check external links for accuracy and appropriateness of content. School personnel must report any inappropriate links to the web manager.

Since the school district cannot control the content of other sites on the Internet and their linkages, the following disclaimer statement will be inserted in a prominent position on the official district website, on each school's web page, and on other district-related websites where there are links to other websites or web pages that are not district-related websites:

Linked sites are not under the control of the school district, its agents, or its employees. The school district is not responsible for the contents

of any linked site, any link contained in a linked site, or any changes or updates to such sites. The school district provides links as a convenience, and the inclusion of any link does not imply endorsement of the site by the school district. The school district reserves the right to remove or restrict any links to sites containing inappropriate, obscene, sexually explicit, or other material that is inconsistent with the mission of the school district or outside the scope of permissible uses as articulated in board policy.

c. Links to Personal Pages

Links to the personal web pages of students or staff, and lists of personal web pages is prohibited on school websites or web pages.

6. Accessibility of Website

The web manager, in consultation with the Technology Director, will ensure that the school district website meets required standards to ensure accessibility for persons with disabilities.

J. GUIDELINES FOR INDIVIDUAL SCHOOL WEBSITES

Each of the schools may promote itself by publishing an official school web page on the Internet via the official school district website only. In addition to the standards above, the following standards apply to individual school websites:

1. The content of school web pages must be approved by the school principal.
2. The safety of students and staff must be considered when constructing school web pages. Precautions should be taken to protect the safety of students and staff including the following:
 - home addresses or telephone numbers will not be listed;
 - student e-mail addresses will not be listed;
 - photographs of students and student work will be used only with appropriate parental permission and/or as approved for release as directory information under policy 4700, Student Records, and will include only the student's first name, with no other information about the student.

The principal will implement other safety precautions to be followed when constructing web pages.

3. To protect a student's rights in his/her intellectual property, if schools or teachers publish a student's work, a disclaimer should be provided indicating that the work may not be modified in any way or copied.
4. Schools must provide contact information and other general information about the school on the school website, including the school name, principal, phone number, fax number, grade levels, address, and email addresses of the school administrative team.
5. Graphics used on school websites must be appropriate to the school and should be of a size that will download quickly into a web browser.
6. Schools must keep information presented on their school's web page current, accurate, and grammatically correct.
7. The principal or designee must approve all revisions and additions to the school website.
8. Failure to comply with these guidelines or the standards of this policy, as determined by the Superintendent or his/her designee, may result in the removal of a school's web page from the Internet.

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