

Regulation 3121R

Community Relations

WEB SITES AND WEB PAGES

The Superintendent delegates the authority to approve or deny proposed Web sites or Web pages to the Director of Public Information. Such approval or denial will be based on whether or not the proposed Web site or Web page meets the terms of Board Policy 3121 and of these regulations. Web sites or web pages submitted for approval must be sponsored by a member of the District faculty, staff, or administration who will be responsible for their content, design, currency, and maintenance.

Once the Director of Public Information approves a Web site or Web page, the sponsor may publish it and make changes in order to keep its information current and/or responsive to changing curricular or co-curricular needs. As long as the general nature of the Web site or Web page remains the same, such changes do not require prior approval from the Director of Public Information. The sponsor will be responsible for assuring that all changes in an approved Web site or Web page remain in compliance with all terms of Board Policy 3121 and of these regulations.

The Office of Public Information will assure that prospective sponsors are aware of the conditions governing District Web sites or Web pages under Board Policy 3121 and these regulations. In cases where students work with a sponsor in the construction and maintenance of a Web site or Web page, the sponsor is responsible for assuring that the students have the necessary technical training and that they fully understand and adhere to the conditions of the policy and regulations.

For approval, web sites or web pages must address the purposes and meet the terms of Board Policy 3121, in addition to the specific criteria listed below:

- Web pages may not include student or family telephone numbers, addresses, e-mail addresses, or names of other family members or friends
- Individual student pictures, or any group picture which identifies students by name may be published *only* if written parental permission is on file with the Director of Public Information in advance of the publication
- Web pages may not include for-profit advertising, promotions of commercial interests, or links to such materials
- Neither staff nor students may publish personal Web pages as part of the District's Web presence

The Director of Public Information will periodically review approved Web sites and Web pages to assure continuing compliance with District purposes, standards, and criteria. Web pages which fall short of compliance are subject to having their approval revoked and being removed from the District's Web presence.

Established: 1999
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