Policy 4526.3

HEWLETT-WOODMERE UFSD

WEB SITE POLICY

The Hewlett-Woodmere School District realizes the limitless potential for information and communication provided by the World Wide Web. The availability of this communication vehicle provides an opportunity for students and staff to access and contribute to the world of information related to curriculum, instruction, school, district, and school board related activities. Therefore, the Hewlett-Woodmere School District will use the Internet as an effective, efficient and timely source of information, method of communication and vehicle for resource collection. In order to take advantage of the opportunities the Internet provides, the Board authorizes the creation of school and/or district web pages on the Internet.

Only those web pages maintained in accordance with Board policy and established procedures shall be recognized as official representations of the district or individual schools. All information on a school or district web page must accurately reflect the mission, goals, policies, program, and activities of the school and district. The web page must have a purpose which falls within one of the following categories: 1) Support of curriculum and instruction-intended to provide links to Internet resources for students, parents, and staff in the district; 2) Public information-intended to communicate information about the schools and district to students, staff, parents, community, and the world at large.

The District Director of Technology shall designate an individual(s) to be responsible for maintaining the official district web page and monitoring all district web page activity. Schools or departments who wish to publish a web page must identify an appropriately qualified publisher and/or author.

As with any instructional materials or publication used by or representing the school or district, the building principal or district administrator, respectively, is ultimately responsible for accuracy and appropriateness of the information made available on the web site. Concern about the content of any page(s) created by students or staff should be directed to the building principal or to the district administrator's office when related to the district web site. If the concern is not resolved, persons wishing to file a formal complaint shall submit a written request for reconsideration of instruction material.

Web sites developed under contract for the Hewlett-Woodmere School District or within the scope of employment by Hewlett-Woodmere School District employees are the property of the Hewlett-Woodmere School District.

Due to the dynamic nature of the World Wide Web, this policy is to be reviewed and updated on an annual basis or more frequently if required.

Policy Adopted: May 9, 2002
Abolished: February 14, 2018

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Web Site Guidelines and Procedures for Approval

Unlike the Internet itself, schools and the district can control the type of information placed on web pages. Documents created for the web and linked to district web pages shall meet the criteria for use as public information or an instructional resource. The following considerations should be considered when determining the information to include on a school or district web page: Copyright/trademark issues; applicability to the curriculum or communication goals of the school or district; privacy issues; and related school board policies. Links to other web pages should be carefully selected based on the above issues.

Defined Purpose

A web page must have a clearly defined purpose. Included in the purpose, the target audience must be specifically narrowed and defined, however, all web site users are reminded that their audience includes the worldwide community.

Content Standards

All subject matter on web pages should relate to curriculum, instruction, school-authorized activities, general information supporting student safety, growth, and learning, or public information of interest to others. Therefore, neither staff nor students may publish on the district server personal pages for individuals or organizations not directly affiliated with the district. Staff or student work may be published only as it relates to a class project, course, or other school related activity. Parent groups, partnerships, and municipal or educational cooperatives are considered affiliates of the district. No confidential information is to be published on or linked to a web page.

Quality Standards

All web page work should be free of spelling and grammatical errors. Documents may not contain objectionable material or link directly to objectionable materials as defined in the #4526.1 Internet Safety Policy. Objectionable materials are addressed in more detail in the board policy. Authors and publishers are reminded that a web site is a virtual doorway to your school. A site and a school will be judged on its ease for the user, the design, and the content. It is strongly recommended that a school form a building committee of interested individuals including staff, administrators, parents, students, and community members for the development of the web site. Thoughtful consideration should go into decisions regarding purpose, usefulness, and appearance of each item on the web site. As much as possible, authors are encouraged to include student pictures and

work. As the district represents itself to the community and world through the Internet, and district Intranet**,** assurances should be provided that students are the focus of the Hewlett-Woodmere School District. Written student and parent consent must be secured for publication of student work, photographs and names.

Consistency Standards

Each existing school or department web site shall have a link to the district web site. For consistency, all school district web sites must contain certain elements:

1. At the bottom of each page there must be a link to the home page (to be defined as the school or district home page once on-line).

2. 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 or initials of the person(s) responsible for the page update. It shall be that person's responsibility to keep the web page current. Repeated failure to do so may result in revocation of approval. It is strongly recommended that a building set up a system of checks and balances for the web site (for example: all incoming e-mail be blind copied to the principal or department head).

3. All web sites must display the name and approved logo of the Hewlett-Woodmere School District.

4. All web pages must be given names, which clearly identify them.

5. Links to student e-mail accounts are not allowed.

6. Student demographic data is prohibited from publication, except for the first name and grade level of a student in relation to a photo or work.

7. Parents will be notified of their option to exclude their children's names/photos or work from the district Intranet (internal) or Internet (public) web sites.

8. All web pages must include: the author or publisher's name and appropriate copyright citations.

9. Authors must exhibit care when creating web pages with extensive backgrounds or large graphics. Such files require extensive download time, are frustrating for modem users, and slow down opening files.

Adopted: May 9, 2002
Abolished: February 14, 2018