

RSU #63

- a. **NEPN/NSBA Code:** IJND-R
- b. **Title:** Websites
- c. **Author:**
- d. **Replaces Policy:**
- e. **Date Approved:** 01/23/2017 RSU #63
- f. **Previously Approved:** 02/28/2016
- g. **Policy Expiration:** Review as Needed
- h. **Responsible for Review:** Technology Committee & Policy Committee
- i. **Date Reviewed:** 03/13/2018 Technology Committee
04/03/2018 Policy Committee
- j. **References:**

**Policies: EHAA - Agreement to Publish Student Information on
the RSU#63 Website and RSU #63 Facebook Page
GCSA - Employee Use of School-Issued Computers, Devices,
and the Internet
IJNDB - Student Computer/Internet Use**

k. **Narrative:**

RSU #63 (the District) maintains an official Website to provide general information about its school system as well as information about education programs, co-curricular/extra-curricular activities, and school events. The Website is intended to support the educational mission of the District, to enhance the curriculum and learning opportunities for students and staff, and to inform the larger community about our schools. The Website does not create, nor is it intended to create, a public or limited public forum.

The Website also provides the district Board of Directors (the Board) with a medium to publicize its official position on issues such as school building projects, proposed school budgets, and policies. The District Website, www.rsu63.org, provides pending policies awaiting Board action, as well as policies approved in previous years. These are available for anyone to review.

The Board has adopted guidelines to ensure the Website complies with applicable laws and meets the highest educational and quality standards. The Superintendent is responsible for implementing this policy, the accompanying guidelines, and any additional administrative procedures that may be needed to govern the day-to-day management of the Website. The Superintendent or her/his designee may delegate specific responsibilities to the RSU #63 Technology Coordinator or other personnel as s/he deems appropriate.

Website Guidelines

I. Website Structure

The Website includes the following content areas:

- A. System-wide information (such as Central Office, Special Education, Technology, Transportation, Facilities, Food Services, etc.);
- B. Board of Directors' information, which might include any or all information in regard

to the Board, term details of elected Board Directors, committees, meeting agendas, minutes, and policies;

- C. Information for each school within RSU #63;
- D. Individual department(s), grade level and/or classroom information (which may or may not include student work and/or teacher-created work and resources);
- E. Information about school- or RSU #63 -sponsored extracurricular organizations;
- F. Information about individual school events and activities; and
- G. Contact information for the Board and/or school staff

II. Board and Webmaster Responsibilities:

- A. The Board reserves the right to approve all Website content and to edit, delete, or modify any webpage content as it sees fit to comply with the intended purposes of the Website and these guidelines.
- B. The Superintendent will designate a Webmaster, who is responsible for maintaining the Website, approving all material to be posted on the site and monitoring all Website activities for compliance with Board policies, applicable laws and regulations, and these guidelines.
- C. All position statements and viewpoints published on the website related to school policy, governance, and initiatives must be approved by the Board or its designee(s).
- D. Only the Webmaster, superintendent, principals, and authorized school staff will have password-protected access to the web server to place and remove webpages and content.

III. Website Content:

- A. The Website does not create, nor is it intended to create, a public or limited public forum. All materials placed on the Website must serve the educational mission of the district and will support the Districts official views regarding how best to accomplish the educational mission of the schools.
- B. Website content is limited to school or District sponsored information and activities. No personal student or staff webpages, blogs, or other interactive features are permitted on the Website.
- C. Webpage content must comply with Board policies, administrative procedures, and school policies.
- D. All materials placed on the Website must meet academic standards for proper spelling, grammar, content, accuracy, and appearance.

If the Webmaster is unsure whether particular material is appropriate for the Website, s/he will consult with the Superintendent, whose decision will be final.

VI. Confidentiality of Student Information:

- A.** The District Website will comply with all applicable state and federal confidentiality laws and regulations.
- B.** At no time will personal information about students (such as home address, telephone number, email address, birth date, social security number, etc.) or any other information made confidential by state or federal law appear on a district Website. The Website will not include any information that indicates the physical location of students at any given time, other than attendance at a particular school or participation in school activities.
- C.** Student information, photographs, or work may be published on the Website if the student's parent/guardian has signed the Parent/Guardian Agreement Form to Publish Student Information (Policy EHAA). For purposes of these guidelines, student information includes name, class rosters, awards and/or honors received, and team/extracurricular activity participation lists.

V. Confidentiality of Staff Information:

- A.** At no time will personal information about staff appear on the Website (including home address, home telephone number, home email address, birth date, social security number, etc.).
- B.** Because the Website is maintained in part to enhance communication with students and their families and between communities within the District, the school(s) email address(es) and/or offices telephone numbers of staff may be published on the Website.

VI. Copyright:

- A.** Appropriate permission will be obtained before any copyrighted or trademarked material is used on the Website. No copyrighted material may be reproduced, transmitted, or stored on the Website without permission from the copyright owner.
- B.** Students will retain copyright on material they create.
- C.** The District personnel will share joint ownership with the District on materials created and stored on the Website.
- D.** An appropriate copyright notice will appear with all copyrighted material published on the Website.
- E.** Except for the above exceptions, all webpages and content on the Website are the property of, and owned by the District.

VII. Website Design and Accessibility:

The Webmaster is authorized to develop standards for the design and appearance of the Website. These standards will include measures to make webpages accessible to persons with disabilities. The District information available on the Website will also be made available to the public in alternative ways upon request.

VIII. Advertising:

The Website will not include any advertising, nor will it include any selling activities outside of publicity for school or District sponsored and/or approved fundraising activities.

IX. Links to External Sites:

- A.** The District Website will not include links to any personal Websites of students or staff.
- B.** The District Website may include links only to Websites that have demonstrated educational value to students, staff, and/or community, as deemed appropriate by the Webmaster.
- C.** The District Website will include a disclaimer informing users that links are provided as a convenience, and that the District does not endorse these sites or have any responsibility for the content of these sites.

X. Additional Requirements:

- A.** The District Website will inform users how to contact the Webmaster.
- B.** The assigned Webmaster will provide appropriate information to approved users requiring technical requirements for publishing material on the Website.