

SECTION: OPERATIONS

TITLE: WEB SITE USE AND LINKING

ADOPTED: June 8, 2006

REVISED:

PENNCREST SCHOOL DISTRICT

WEB SITE USE AND LINKING	
1. Purpose	<p>The Board recognizes that many K-12 school districts, colleges and universities, technical schools, and businesses establish and maintain web sites on the World Wide Web. The purpose of the District web site shall be to serve as a public information vehicle subject to the guidelines established through this policy and other approved District policies. The District web site is not to be inclusive of all available materials, nor does it claim to prevent students from moving beyond the scope of the web site to materials, which have yet to be evaluated.</p>
2. Authority	<p>The web site is the property of the District. The District reserves the right to edit or remove materials and established links from the District web site at its sole discretion.</p>
3. Definition	<p>The District web site includes all of the web pages developed by the District webmaster staff members, classes and organizations accessible at http://www.penncrest.org or http://www.penncrest.iu5.org .-The District webmaster will be responsible for maintaining and/or assisting individual departments, staff, classes and organizations in the development and placement of all aspects of the District web site.</p> <p>Links to third party sites may be accessible directly from the District web side. A notice page must be present on any web page that contains third party sites or District copyrighted material. The notice page will contain the links to third party sites statement, copyright notice as well as the appropriate notice based on the web page type.</p> <p>Components of the District web site:</p> <ol style="list-style-type: none"> 1. District Web Page– The District may establish and maintain a web page. Individual district-level departments may contribute to web pages that present information about the District. The District webmaster will be responsible for maintaining the District web page, with contributions from the individual district-level departments.

<p>4. Guidelines</p>	<p>2. -School Web Pages – The building will designate an individual(s) to be responsible for updating content on the school web pages as designed by the District webmaster following instruction provided by the webmaster. Additional content may be added in conjunction with the District webmaster.</p> <p>3. Staff Web Pages – District staff may establish educational web pages. Material presented in the staff web site should be related to the staff member’s educational and instructional objectives. Staff web pages must include the following notice: “This is a PENNCREST School District staff web page. Opinions expressed on this page shall not be attributed to the district.” Updates to staff pages must be made to maintain relevance to the current school year. Pages not being maintained will be removed or the referring links will be removed by the District webmaster following contact with the staff member.</p> <p>4. School-Sponsored Extracurricular Organization Web Pages – With the approval of the building principal, school-sponsored extracurricular organizations may establish web pages under the direction of the advisor or may have pages developed by a class being instructed in web page design. The district will establish a process and criteria for the establishment and posting of material, including links to third party sites, on this page. The organization web page will include original district created materials. Other materials presented must relate specifically to organization activities. Updates to extracurricular organization pages must be made to maintain relevance to the current school year. Pages not being maintained will be removed by the District webmaster following contact with the organization. Web pages created by /for organizations will be active for the current school year.</p> <p>Organization web pages must include the following notice: “This is a school-sponsored student extracurricular organization web page. Opinions expressed on this page shall not be attributed to the district.”</p> <p>The District web site shall be used in a positive manner to support communications and research for students, teachers, administrators, support staff, and the community.</p> <p>The District shall employ reasonable precautions, which attempt to ensure that the District web site includes materials which comply with copyright laws and the privacy rights of others.</p> <p>The District shall make every reasonable attempt to ensure that the content of the District’s web site is educationally sound and does not contain direct links to any questionable material or anything in violation of District policies. The links to third party sites statement (approved by the board and currently in place on the web pages) should be included with pages that contain links to third party sites.</p>
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The District will enforce the Acceptable Use Policy during any use of computers with access to the Internet.

The District shall not permit photographs or videos of an individual student to appear on the District web site. Individuals may appear in a group as a group name, provided that the parents/guardians of each student appearing in the group photograph or video have granted written permission to publish such material on the World Wide Web.

Artwork, writing, or other projects must also secure the written permission of the parent/guardian and student before they are posted on the District web site. No personal contact information about the student such as full name, home address, phone number, or e-mail address will be given. The work will appear with a link to the copyright notice prohibiting the copying of such work without written permission. In the event that anyone requests such permission, those requests will be forwarded to the parent/guardian. All such work will be removed from the District web site when the student is no longer enrolled in the district. All work will be reviewed at the end of each school year for relevancy.

Personal electronic publications such as student or staff personal web pages or resumes shall not be linked to or included in the District web site.

All subject matter on the District web site should relate to curriculum, instruction, school-authorized activities, general information that is appropriate and of interest to others and related to the school district or schools within the district. Personal, individual or organization web pages not directly affiliated with the district may not be published. Staff or student work may be published only as it relates to a class project, course, or other school related activity. The District web site may not be used to express any opinions concerning the activities of any body of the school district including administration, faculty, staff, students, or the School Board. The Board of Directors may direct the appropriate personnel to post press releases or other information that reflect the majority view of the Board. No individual Board member may post information on the site that is reserved for the Board's use.

School Web pages may not be used for commercial advertising.

Web page documents may not contain objectionable material or link to any objectionable material. Objectionable material is defined as material that does not meet the standards for instructional resources as specified in district policies and guidelines. On questions concerning the quality or propriety of web page material, the judgment of the webmaster and building and district administrators will prevail.

Web page links may not include links to any student controlled pages, including student home pages.

Published e-mail addresses are restricted to staff members who agree to have an e-mail address published or to general group e-mail addresses where arriving e-mail is forwarded to a staff member.

Electronic publications created by students as part of a class or school activity may be linked to or included as part of the District web site provided that they are created under the supervision and direction of a professional staff member and reviewed and approved by the building principal or his/her designee, and comply with other guidelines contained within this policy. *Student publications will be removed when the student is no longer enrolled in the district unless otherwise determined by the building principal in conjunction with professional staff member and the District webmaster.

Requests for links to the District web site and requests to link the District web site to third party sites shall be acted upon in the following manner:

1. Links requested to or from another educational institution, non-profit organization, or non-commercial entity web site shall be reviewed by the webmaster in conjunction with district administrators and approved if considered to be appropriate to advance the educational nature of the District web site.
2. Permission to link the District web site to another site shall only be done in instances where it is deemed appropriate and beneficial to the District to provide information about the District to visitors at the other web site. Links shall not be done in such a manner as to suggest that the District endorses any commercial products or services provided by the entity to whose web site the District web site is linked.

In determining whether a proposed link with a web site is appropriate, the web master shall consider whether the other web site is consistent with and in furtherance of the District's purpose of providing staff access to resources which relate to teaching, research, or professional development and of providing students access to resources which are curriculum related and enable research, development, distance learning, and other educational activities.