WEB SITE PUBLISHING POLICY

The Queensbury Union Free School District recognizes the value of web sites as informational and educational tools. A school web site provides the district with unique opportunities to interact with the community, improve student learning, improve community relations, foster creativity, and demonstrate student achievement. The district will create and maintain a web site for the following purposes:

- To support the district's mission
- To give the community a means to communicate effectively with schools and personnel
- To serve as a communication tool regarding classroom activities for students and their families
- To allow the district and individual schools the opportunity to provide current and complete information to its community
- To provide the community with information about district policies, curricular and extra-curricular programs, opportunities for students, student and staff achievements, calendars, schedules, and operations
- To provide new avenues for teachers to help students meet high standards of performance

Certain standards will govern the posting of information on the district's web site:

- Web pages must serve one or more of the district's stated purposes
- Web page content and construction must comply with all applicable federal, state and local laws as well as policies established by the district
- Web pages must reflect high standards of content, design, respectability, good taste and appropriateness for the Queensbury school community
- The district web site may not be used for any commercial promotional activity

The district's Director of Technology working in conjunction with the Communication and Information Technology Specialist (CITS) will be responsible for maintaining the official district web site. All material originating from the district posted on the district web site must be approved by the Director of Technology, who will monitor all web activity. The Director of Technology will establish style and content guidelines for official district and school web materials.

For the purpose of this policy, a website shall be defined as any webpage that is created and posted for public consumption, including, but not limited to, HTML web pages, wiki pages, blogs, and social network pages.

A. Criteria For Posting Web pages On District Web Site

In addition to compliance with Board Policies and Regulations, web pages posted on the district's web site must adhere to the following criteria:

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- A web page may be posted for educational, informational, and/or promotional purposes by:
  - A district-sanctioned student organization, extra-curricular group or athletic team
  - A district or building-level sanctioned committee
  - An instructional department
  - District administration
  - A classroom teacher for his or her classroom using the district-created classroom page templates (unless permitted otherwise by the Director of Technology)
  - A district-wide or building level PTSA or other recognized parent group

- Neither district employees nor students may publish personal web pages as part of the district's web site. Outside organizations may not post web pages on the district's web site.
- A web page must be sponsored by a member of the district faculty, staff or administration who will be responsible for its content and maintenance. The sponsor is responsible for ensuring that those maintaining the page have the necessary technical training and that they fully understand and adhere to district policies and regulations. Students may maintain pages for a sponsor, but it is the responsibility of the sponsor to monitor all content prior to publishing.
- Web pages may not be used for any non-school related commercial, for-profit or not-for-profit promotional activity. Web pages may mention such organizations only in the context of school programs that have a direct relationship to those organizations (e.g. sponsorship of an activity).
- Links to non-district web sites are allowed as long as those sites are of educational value and consistent with the purposes of the district web site and district standards.
- All web pages must conform to the standards for appropriate use found in the district's Acceptable Computer Use Policy and Regulations concerning safety, system security, inappropriate language, privacy, resource limits, plagiarism, copyright infringement, and inappropriate access to material and illegal acts.
- All web pages must be approved through the designated process before being posted to the district's web site.

B. Privacy Standards

Web pages must be designed to protect students, families, district employees, and any other persons from unwanted disclosure of personally identifying information.

- Web pages may not include personally identifying information regarding a student such as telephone number, addresses, names of other family members, names of friends, e-mail addresses, specific location of a student at any given time, grades, or any other academic information

- Student work may be posted on web pages only with the written consent of the student's parent/guardian before each incident of publication. The authoring student shall also sign a copyright consent form

- Links to student e-mail accounts are prohibited

- Pictures of students may be included only under the following conditions:
    - Pictures of groups of students involved in a school-related activity may be published without consent; however, students shall only be identified by the group name
    - Students shall not be individually identified in pictures unless there is a special reason for doing so, such as recognition for receiving an award
    - Any parent or guardian who does not wish to have his/her child(ren)'s picture or work used for district or community publications must notify the building principal in writing.

- Web page documents may include only the first name and the initial of the student's last name (unless receiving special recognition as noted above)

- Work will appear with a copyright notice prohibiting the copying of such work without express written permission. In the event that anyone requests such permission, those requests will be forwarded to the parent or guardian. All such work may be removed from the web site at the end of the current school year

C. Consequences for Non-Compliance

- Web pages that do not comply with these criteria are subject to revocation of approval and removal from the district's web site

- Students posting non-approved or inappropriate material on the district's web site are subject to suspension or revocation of access to the district's computer network and the imposition of discipline under the district's code of conduct. In the case that a violation constitutes a criminal offense, it will be reported to the appropriate authorities

- Faculty or staff posting inappropriate material on the district's web site are subject to suspension or revocation of access to the district's computer network and the imposition of discipline in accordance with the applicable collective bargaining agreement, if any, and applicable laws, rules, and regulations. In the case that a violation constitutes a criminal offense, it will be reported to the appropriate authorities

D. Process for Approval for New Web Pages (Non-Classroom Pages)

- Sponsors should initiate the approval process by submitting proposal in writing to the CITS for approval of the general concept and content of the page and compliance with district policies and regulations.

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- The CITS shall forward the proposal to the Director of Technology for approval of the content and design of the web page, as well as for review of the technical aspects of the page and assistance in loading the page onto the server.

- Sponsor will meet with the Director of Technology and CITS to review final design and post the web page in the district site.

- All new web pages will maintain the same consistent design features of the district web site unless otherwise permitted by the Director of Technology.

E. Changes to Approved Web Pages (Non-Classroom Pages)

- Once a site has been approved for posting on the district's web site, the sponsor may submit changes to the CITS to keep information current and/or responsive to changing curricular or co-curricular needs as long as the general nature and content of the page remains the same. Changes to the purpose, nature, or general content of the page must be submitted through the approval process prior to the change being made. The sponsor will be responsible for ensuring that all submitted changes in an approved page are in compliance with all applicable laws and district policies.

- A sponsor may assume the rights to make minor content changes to the approved web page once he/she declares this intent in writing to the Director of Technology and attends a formal training session regarding the use of the technology to update a web page. Students may maintain pages for a sponsor, but it is the responsibility of the sponsor to monitor all content prior to publishing.

F. Classroom Web Pages

In addition to criteria listed in Section A and Section B, classroom web pages created using the School district-created templates must comply with the following:

- Prior to gaining access to use the district-created templates, a classroom teacher must attend a formal training session regarding the use of technology and appropriate information to be included on classroom web pages.

- Classroom web pages posted by teachers through their account do not have to go through the Approval Process set forth in Section D of this Policy.

- The classroom web pages and associated district-created templates may be used only for classroom web pages. It may not be used to post web pages for any other group listed in Section A. Those groups must go through the approval and posting process set forth in Section D of this Policy.

- No students may be given access to a teacher's web site account to upload the content onto a classroom web page.

- All new web pages will maintain the same consistent design features of the district web site unless otherwise permitted by the Director of Technology.

G. <u>Web Site Design Standards</u>

Modifications to a classroom, organization, or department's web page should follow the design standards set forth by the original web design team. Considerations will always be made to allow for creativity and originality, but the general "look and feel" of a web page should remain consistent by following these guidelines:

- Any new page created by for a classroom, organization, or department page must contain links to the following pages:
    o District home page
    o School home page (for that classroom, organization or department)
    o Classroom, organization, or department home page
- The standard font for the Queensbury UFSD is "Verdana" with HTML font size "2"
    o SAMPLE: Queensbury Union Free School District

- All images used on web pages shall be less than 100KB to allow for faster download times. Images greater than 100KB should be resized to 72 DPI resolution using a height or width of no greater than 300 pixels. Images can be resized using the image editing program loaded on every networked computer in the district

- Images may be used on the individual web pages under the following conditions:

    o If they are pictures of Queensbury students and staff, they do not violate the privacy standards described in Section B
    o If the images are found on the Internet, it is imperative to:
        ▪ Check for and respect any restrictions or conditions of use
        ▪ If needed, ask permission from web site author before using
        ▪ Cite and credit sources

    Any images found on pages that are in violation of either condition will be removed from that page. Images from district-owned clip art collections or from Microsoft's clip art gallery (accessed through Publisher or Word) are permissible.

    Adoption date: June 23, 2003
    Revised: October 13, 2009 (replacing 4526-R.4)

Web Site Publishing Process

Type of Page	Approval Process	Creation	Updating
Classroom	None required but teachers must attend formal training before accessing pages	Created by teachers using District templates	Pages will be updated by the teachers following guidelines set forth in web publishing policy
District-Wide or School-Wide	Submitted by Building- or District-level Administrator	Created by District technology staff	Pages will be updated by the District's CITS
Department or Organization	Submitted by Sponsor in writing to the District's CITS	Created by District technology staff based on content provided by Sponsor	Pages will be updated by the District's CITS using information provided by Sponsor. The Sponsor may take responsibility for updating page if a written request is given to Director of Technology and formal training is received.

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