

**ENTERPRISE ELEMENTARY SCHOOL DISTRICT
BOARD POLICY**

COMMUNITY RELATIONS

BP 1113

DISTRICT AND SCHOOL WEBSITES

To enhance communication with students, parents/guardians, staff, and community members, the Governing Board encourages the Superintendent or designee to develop and maintain district and school web sites. The use of district and school web sites shall support the district's vision and goals and shall be coordinated with other district communications strategies.

(cf. 0000 - Vision)

(cf. 0440 - District Technology Plan)

(cf. 1100 - Communication with the Public)

(cf. 1112 - Media Relations)

(cf. 1114 - District-Sponsored Social Media)

(cf. 6020 - Parent Involvement)

Design Standards

The Superintendent or designee shall establish design standards for district and school web sites in order to maintain a consistent identity, professional appearance, and ease of use.

The district's design standards shall address the accessibility of district-sponsored web sites to individuals with disabilities, including compatibility with commonly used assistive technologies.

(cf. 0410 - Nondiscrimination in District Programs and Activities)

Guidelines for Content

The Superintendent or designee shall develop content guidelines for district and school web sites and shall assign staff to review and approve content prior to posting.

Board policy pertaining to advertising in district and school publications, as specified in BP 1325 - Advertising and Promotion, shall also apply to advertising on district and school web sites.

(cf. 1325 - Advertising and Promotion)

Privacy Rights

The Superintendent or designee shall ensure that the privacy rights of students, parents/guardians, staff, Board members, and other individuals are protected on district and school web sites.

(cf. 1340 - Access to District Records)

(cf. 4119.23/4219.23/4319.23 - Unauthorized Release of Confidential/Privileged Information)

(cf. 5022 - Student and Family Privacy Rights)

(cf. 5125 - Student Records)

Telephone numbers and home and email addresses of students and/or their parents/guardians shall not be published on district or school web sites.

(cf. 5125.1 - Release of Directory Information)

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DISTRICT AND SCHOOL WEBSITES (continued)

Photographs of students may be published, together with their names, except when their parent/guardian has notified the Office of the Superintendent in writing to not release the student's photograph.

Photographs of groups of students, such as at a school event, *i.e.*, pep rallies, school wide activities, etc., may be published provided that students' names are not included for those whose parents/guardians have presented the aforementioned request to the Office of the Superintendent.

Staff members' home addresses or telephone numbers shall not be posted on district or school web sites.

The home address or telephone number of any elected or appointed official including, but not limited to, a Board member or public safety official, shall not be posted on district or school web sites without the prior written permission of that individual. (GC 3307.5, 6254.21, 6254.24)

No public safety official shall be required to consent to the posting on the Internet of his/her photograph or identity as a public safety officer for any purpose if that officer reasonably believes that the disclosure may result in a threat, harassment, intimidation, or harm to the officer or his/her family. (GC 3307.5) (cf. 3515.3 - District Police/Security Department)

Legal Reference:

EDUCATION CODE

35182.5 Contracts for advertising
35258 Internet access to school accountability report cards
48907 Exercise of free expression; rules and regulations
48950 Speech and other communication
49061 Definitions, directory information
49073 Release of directory information
60048 Commercial brand names, contracts or logos

GOVERNMENT CODE

3307.5 Publishing identity of public safety officers
6254.21 Publishing addresses and telephone numbers of officials
6254.24 Definition of public safety official
11135 Nondiscrimination; accessibility to state web sites

PENAL CODE

14029.5 Prohibition against publishing personal information of person in witness protection program
UNITED STATES CODE, TITLE 17
101-1101 Federal copyright law
UNITED STATES CODE, TITLE 20
1232g Federal Family Educational Rights and Privacy Act
UNITED STATES CODE, TITLE 29
794 Section 503 of the Rehabilitation Act of 1973; accessibility to federal web sites
UNITED STATES CODE, TITLE 42

12101-12213 Americans with Disabilities Act
CODE OF FEDERAL REGULATIONS, TITLE 16
312.1-312.12 Children's Online Privacy
CODE OF FEDERAL REGULATIONS, TITLE 34
99.1-99.67 Family Educational Rights and Privacy
COURT DECISIONS
Aaris v. Las Virgenes Unified School District, (1998) 64 Cal.App.4th 1112
Management Resources:
U.S. DEPARTMENT OF JUSTICE PUBLICATIONS
Accessibility of State and Local Government Websites to People with Disabilities, June 2003
WORLD WIDE WEB CONSORTIUM PUBLICATIONS
Web Content Accessibility Guidelines, December 2008
WEB SITES
CSBA: <http://www.csba.org>
California Department of Education, Web Accessibility Standards:
<http://www.cde.ca.gov/re/di/ws/webaccessstds.asp>
California School Public Relations Association:
<http://www.calspra.org>
U.S. Department of Justice, Americans with Disabilities Act:
<http://www.ada.gov>
World Wide Web Consortium, Web Accessibility Initiative:
<http://www.w3.org/wai>

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Date Adopted: March 7, 2012

**ENTERPRISE ELEMENTARY SCHOOL DISTRICT
ADMINISTRATIVE REGULATION**

COMMUNITY RELATIONS

AR 1113

DISTRICT AND SCHOOL WEBSITES

Guidelines for Content

District and school web sites shall provide current information regarding district/school programs, activities, and operations. Such information shall be appropriate for both internal and external audiences and may include district mission and goals, district or school news, agendas and minutes of Governing Board meetings, School Accountability Report Cards, school calendars, and links to educational resources.

(cf. 0440 - District Technology Plan)
(cf. 0510 - School Accountability Report Card)
(cf. 1100 - Communication with the Public)
(cf. 1112 - Media Relations)
(cf. 6020 - Parent Involvement)

Web sites shall support the educational vision of the District and be consistent with Board goals related to communication and media relations. Web sites shall be consistent with the educational aims of the Board of Education, the letter and spirit of the Board's policies, the Education Code of the State of California, and international, federal, and state laws.

The content of school and district web pages must be related to curriculum and instruction, school-authorized activities, or information about the District or its mission. External sites linked from District web sites must be appropriate for students use. The District and school web sites shall include a disclaimer that any linked sites are for the convenience of the user, and the content of outside web sites has not been reviewed, and using the links is at the users own risk.

Web pages shall not include or link to content that is obscene, libelous or slanderous, promotes illegal activities, threatens the safety of others, or creates a clear and present danger of inciting students or others to commit unlawful acts, violate school rules, or disrupt the school's orderly operation. The final determination of what is objectionable rests with the EESD administration.

District and District-related sites shall not be used for commercial purposes including offering to sell or purchase products or services. Links to commercial sites for the sole purpose of advertising or sales are not appropriate. However, information related to fund-raising activities by the District, school, or school-related organization is appropriate.

Web pages may not contain or link to chat rooms, message boards, guest books, or instant messaging services.

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DISTRICT AND SCHOOL WEBSITES (continued)

Advertisements for commercial businesses are not permitted. Commercial product reviews, hyperlinks to download freeware or trial versions of shareware software for evaluation purposes, or hyperlinks to commercial sites having educational value are permissible. Logos and/or names of businesses that have sponsored a District- or school-sponsored activity are appropriate if they follow Board policy and have the approval of the Superintendent or designee.

All District web sites must include a contact e-mail address for the staff member responsible for that site.

Student work may be published on district or school web sites unless the parent, guardian, or student requests otherwise in writing to the Office of the Superintendent. Such requests must be presented annually.

The Superintendent or designee shall ensure that copyright laws are not violated in the use of materials on district and school web sites. If any copyrighted material is posted, a notice shall be included crediting the original producer of the material and noting how and when permission to reprint the material was granted.

(cf. 4132/4232/4332 - Publication or Creation of Materials)

(cf. 6162.6 - Use of Copyrighted Materials)

Roles and Responsibilities

Any employee assigned as a district or school webmaster shall be responsible for the uploading of material to the web site(s) upon approval of the Superintendent or designee. He/she shall ensure consistency of the material with district standards, regularly check links for accuracy and appropriateness, keep the web server free of outdated or unused files, and provide technical assistance as needed.

The Superintendent or designee may assign additional staff members to conduct an editorial review of all materials submitted for publication on district or school web sites and to make corrections as needed in spelling, grammar, or accuracy of content.

The Superintendent or designee shall provide staff development opportunities related to district content guidelines, design standards, and accessibility laws and standards to district communications and technology staff, district and school webmasters, and/or other appropriate staff.

(cf. 4131 - Staff Development)

(cf. 4231 - Staff Development)

(cf. 4331 - Staff Development)

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DISTRICT AND SCHOOL WEBSITES (continued)

With the permission of the administration, individual teachers may create web pages to provide information pertaining to class assignments, expectations, and activities for posting on the District or school web site if the content is in compliance with all District guidelines. As part of a class activity, students may create web pages to be posted on a District web site. The content of any student-created web page must relate to the educational objectives of the activity assigned by the teacher, be consistent with all District guidelines, and be approved in writing by both the teacher and administrator. The teacher shall keep a hard copy of all approved student web pages. It will not be a violation of a student's right of free speech to require removal of material that fails to meet established educational objectives or that is in violation of a provision of the District guidelines and school regulations. Student web pages must include the following notice: This is a student web page. Opinions expressed on this page shall not be attributed to the Enterprise Elementary School District nor any of its schools. The District reserves the right to remove any student web pages from a District web site at any time.

Although any person may develop a web site for a District-related organization or activity, s/he should do so in a manner consistent with all District guidelines. Though not considered official District web sites, these sites should strive to reflect well upon the District and the school. When approved by the administration, school, or District web pages may link to these sites.

Only designated district webmasters are allowed to upload files to district or school web sites and use the district provided webmaster e-mail addresses. All web pages must reside on the district web server(s) under the district's domain (eesd.net) unless authorized by the superintendent or designee.

Privacy Guidelines

The content of District web sites shall not violate the privacy rights of students, parents/guardians, staff, board members, and other individuals. District web sites shall not include home phone numbers, addresses, or e-mail addresses of students and their parents/guardians. District web sites shall not post the home address or telephone number of any person without prior written permission of that individual.

Staff members' names, work phone numbers, and District e-mail addresses are public information and may be published on school or District web pages.

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DISTRICT AND SCHOOL WEBSITES (continued)

Student names shall not be used in the name for files or images (*e.g.*, janedoe.jpg, johndoe.htm) or in any part of the page source (*i.e.*, HTML, JavaScript, etc.) of District web pages.

Parents/guardians may request in writing to the Office of the Superintendent that directory-type information about his/her child not be included on District web sites. Directory information includes information such as name and grade posted on lists such as honor roll, sports rosters, band members, etc.

Security

The Superintendent or designee shall establish security procedures for the district's computer network to prevent unauthorized access and changes to district and school web sites. To the extent possible, the host computer(s) shall be in a lockable room with restricted access.

(3/00) 7/11

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