Policy Code: 3227/7322 Web Page Development

Consistent with board policy 3225/7320, Technology Responsible Use the board of education encourages the use of the Internet as a means of providing accessible, accurate and timely information for staff, students, parents and others in the larger community to further the school district's objectives. The Internet affords the school district the opportunity to better communicate with its communities by posting pertinent and accessible district and school information online. The school district has established its district site on the web at https://chccs.org. The school district website is the official website of the school district. In addition to this website, individual schools and departments may create system-related websites. This policy provides the standards that must be followed for development of all district related websites. Failure to comply with this policy may result in the removal of a web page or website from the Internet.

A. District-Related Website

A "district related website" is any Internet website that is established in one of the following ways:

- by school district employees or students on behalf of the district;
- by any school within the district;
- by any school sponsored club or organization within the district;
- by any school related external organization that is hosted on the district's web hosting service or linked by the district's website

Only those websites that are created pursuant to this policy are considered district related websites. The board does not endorse and is not responsible for websites created by employees, students or others outside the standards and guidelines of this policy. Students or employees who create personal websites that create a substantial and material disruption to the school environment may be subject to disciplinary action.

B. Web Domain Address Registration

No user shall register a web address (domain name or url) purporting to represent the District or its schools without the prior approval from the Superintendent or his/her designee.

C. Standards for Web Page Development

1. Non-public or Closed Forums for Expression

All district related websites shall be "nonpublic" or "closed" forums for expression. This means that the district has control over information on such web sites and is not required to allow students, faculty or others to place material on district related web sites that the superintendent or his/her designee determines is inappropriate for any such website. The purpose of district related websites is to disseminate curriculum related information, to present the public with information about the district, its schools and programs, and to provide the community with each school or department's mission, contact information, activities, organizational format and instructional program. District related websites are analogous to newsletters from the administration or the individual school. District related websites are not analogous to a student newspaper or non-school publication.

2. Administration and Editorial Control

All staff members responsible for creating, developing, maintaining, editing or approving a

district related website will behave legally, responsibly and ethically in providing educational resources and information to support the mission and curriculum of the school district. Such persons will abide by the generally accepted rules of website etiquette, board policy and regulations established by the superintendent.

a. Superintendent Final Authority

The board delegates to the superintendent, administrative staff, principals, teachers and web managers the authority to place information on district related websites. The superintendent or his/her designee has final authority to approve or disapprove any information in whatever form on such websites.

b. School District Official Website

The superintendent or his/her designee will have editorial control and responsibility for the content of the school district official website. The superintendent will appoint staff members to serve as the web manager/editor of the district website.

c. Individual School Websites

The school district will provide each school with a web address, web design software, and storage space on a web hosting service. All district related websites will be housed on the district web hosting service. Each principal has editorial control and responsibility for the content of the individual school's official website, subject to review of the superintendent or his/her designee. The principal will appoint a staff member to serve as the web manager of the school's website. Individual school websites must comply with guidelines established by the district.

d. School-Related External Organization Websites

The district may provide web hosting space and a link on the district or a school website for school related groups or organizations that are aligned with the mission of the school district and help it to meet its goals. This includes organizations such as PTSAs, booster clubs, and the Chapel Hill-Carrboro Public School Foundation. Creators of school related external organization websites need to familiarize themselves with and adhere to the standards in this policy. Failure to follow these policies will result in the loss of authoring privileges and removal from the district's website.

e. Teacher and Student Websites

Each teacher will have editorial control and responsibility for the content of his/her official website and for the content of his/her students' websites that are housed on the district's web hosting service. Teacher and student websites must be related to the instructional program and are subject to the review by the principal, the superintendent and the board. A teacher may allow a student to create a website within or linked from a school's or teacher's website only for the following instructional purposes: (1) to teach a student how to create or maintain a website or (2) to facilitate a student's work on school assignments or research projects. No student pages will be posted or made accessible to the general public until approved by the teacher. Since the principal has the ultimate responsibility for content on the school's web site, teachers should notify the principal whenever student created web pages are created and posted on the school's web site.

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f. Personal Websites

The school district is not responsible for personal websites or web pages created or maintained by students, personnel, parents, groups or organizations hosted external to the district. Personal websites or web pages are not considered district related websites or web pages, and are not covered by the provisions of this policy. The superintendent may use any means available to request the removal of personal websites that substantially disrupt the school environment or that utilize school district or individual school names, logos or trademarks without permission.

3. Website Appearance and Evaluation

Web page content will be kept current and maintained regularly. The superintendent or designee (for the official system website) or the principal or designee (for individual school websites) must regularly review, proof, and evaluate all system-related websites.

4. Copyright Laws

Websites must comply with all copyright laws and board policy 3230/7330, Copyright Compliance. Copyright permission must be obtained for the use of any copyrighted material. The superintendent or designee and each principal or designee will ensure that all permission for use of copyrighted work or release of information is maintained in a safe place.

5. External Links

a. External Link Disclaimer

Since the school district cannot control the content of other sites on the Internet and their linkages, the following disclaimer statement will be inserted in a prominent position on the official district website, on each school's web page and on other district related websites where there are links to other websites or web pages that are not district related websites:

> *The school system retains control over what links will be placed on system-related websites; however, linked sites are not under the control of the school district, its agents or its employees. The school district is not responsible for the contents of any linked site, any link contained in a linked site or any changes or updates to such sites. The school district provides links as a convenience, and the inclusion of any link does not imply endorsement of the site by the school district. The school district reserves the right to remove or restrict any links.*

b. Links to Personal Pages

Links to personal web pages of students or staff and lists of personal web pages will not be permitted on school websites or web pages.

6. Behavior Standards

When using the Internet, staff and students are responsible for understanding and complying with board policies and administrative regulations, including policy 3225/4312/7320 (Technology Responsible Use), the 4300 section policies (Student Behavior Policies) and policy 7300 (Staff Responsibilities).

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7. Accessibility of Website

The web manager/editor, in consultation with the Executive Director of Technology, will make reasonable efforts to ensure that the school district website meets required standards to ensure accessibility for persons with disabilities.

Legal References: U.S. Const. Amend. I; Electronic Communications Privacy Act, 18 U.S.C. 2510-2522; Family Educational Rights and Privacy Act, 20 U.S.C. 1232g; 17 U.S.C. 101 *et seq.*; G.S. 115C-325(e) (applicable to career status teachers), -325.4 (applicable to non-career status teachers)

Cross References: Curriculum and Instructional Guides (policy 3115), Technology in the Educational Program (policy 3220), Internet and the Educational Program (policy 3225/7320), Copyright Compliance (policy 3230/7330), Student Behavior Policies (4300 series), Student Records (policy 4700), Public Records (policy 5070), Staff Responsibilities (policy 7300), Employee Use of Social Media (policy 7335), Personnel Files (policy 7820)

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Chapel Hill-Carrboro Schools