

Regulation Code: 3227/7322-R Web Page Development

Consistent with board policy 3227/7322, Web Page Development, 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 lends the school district the opportunity to better communicate with its communities by posting pertinent district and school information on the web. The school district has established its district site on the web at www.chccs.k12.nc.us. The school district website is the official website of the school district. In addition to this website, individual schools and departments may create school websites. This regulation provides guidelines that must be followed for development of all district-related websites. Failure to comply with these guidelines may result in the removal of a web page or website from the Internet.

GUIDELINES FOR INDIVIDUAL SCHOOL WEBSITES

Each of the schools may promote itself by publishing an official school web page on the Internet via the official school district website only. In addition to the standards above, the following standards apply to individual school websites:

1. The content of school web pages must be approved by the school principal.
2. The safety of students and staff must be considered when constructing school web pages. Precautions should be taken to protect the safety of students and staff including the following:
 - home addresses or telephone numbers will not be listed;
 - student e-mail addresses will not be listed;
 - photographs of students and student work will be used as approved for release as directory information under Policy 4700, Student Records. If a parent or guardian does not want the district to disclose Directory Information, they must complete and sign an Annual Notice for Disclosure of School Directory Information form by September 15th. These forms are available in each school office.
 - Photographs, or audio/video recordings will include only the student's first name, with no other information about the student. Policy 4700 approves the use of pictures or videos of students taken on buses, school grounds, in school buildings and at school activities unless the picture or video may reveal confidential information about a student.

The principal will implement reasonable safety precautions to be followed when constructing web pages.

3. The school district may grant news and educational organizations access to photograph individuals or groups of students as they engage in the educational process. Elementary and middle school parents who object to their children being photographed must notify the school's principal in writing by September 15. High school students decide themselves whether they wish to be photographed or interviewed.
4. To protect a student's rights in his/her intellectual property, if schools or teachers publish a student's work, a disclaimer should be provided indicating that the work may not be modified in any way or copied.
5. Schools must provide contact information and other general information about the school on the school website, including the school name, principal, phone number, fax number, grade levels, address and email addresses of the school administrative team, directions to the school, link to the district main web page, and a web site contact.

6. Graphics used on school websites must be appropriate to the school and should be of a size that will download quickly into a web browser.
7. Schools must keep information presented on their school's web page current, accurate and grammatically correct.
8. The principal or designee must approve all revisions and additions to the school website.
9. Failure to comply with these guidelines or the standards of this policy, as determined by the superintendent or his/her designee, may result in the removal of a school's web page from the Internet.

Legal References: [U.S. Const. Amend. I](#); [17 U.S.C. 101](#) *et seq.*; Electronic Communications Privacy Act, [18 U.S.C. 2510-2522](#); Family Educational Rights and Privacy Act, [20 U.S.C. 1232g](#); [G.S. 115C-391](#), [-325\(e\)](#)

Cross References: Web Page Development (policy 3227/7322), Technology in the Educational Program (policy 3220), Internet and the Educational Program (policy 3225/7320), Copyright Compliance (policy 3230/7330), Student Records (policy 4700), Public Records (policy 5070), Staff Responsibilities (policy 7300), Personnel Files (policy 7820).

Adopted:

Chapel Hill-Carrboro Schools
