

Springdale Public Schools

Internet Publishing Standards

The Internet provides an unprecedented opportunity for staff and students to provide the world with information about school curriculum, instruction, school-authorized activities, and other general information relating to our schools' and Springdale School District's mission.

In order to protect our District's image, the privacy of our students, the integrity of our network, and the rights of others, certain policies and standards have been put in place.

These standards shall apply to all information published on the Internet by the District and its employees, including, but not limited to web pages, mailing lists, ftp sites, audio and video services, and other Internet delivery methods that may become available.

Any information published via the Internet by an employee about the District, its activities or students is expected to adhere to these standards – even if it is not hosted on the District network or computers or maintained outside of work hours.

If you choose to create content to publish on the Internet, it is your responsibility to become familiar with these standards and responsibilities. Failing to do so may result in the loss of authoring privileges or other more stringent disciplinary measures.

General Guidelines

1. Only authorized District Employees can use District resources to publish on the Internet;
2. Only computers officially designated by the District Technology Coordinator shall be used to host content for the Internet or the District's internal network.
3. All content shall be educationally sound, related to the mission of the District.
4. Sites may not contain links to any questionable material or anything that can be deemed to be in violation of the SSD Internet Publishing Standards or any other District policy.
5. Students may **not** use any district computer to publish information; however, authorized certified teachers may review and publish content created by students with appropriate permission.
6. The District Employee publishing content is responsible for ensuring that it is accurate, up-to-date, and conforms to these standards.
7. The District Technology Department, under the supervision of the District Technology Coordinator may remove any sites, pages, or other materials that are found to be in violation of District policies without notice.
8. Responsibility for maintaining official District, Building, Departmental or Program information on the Internet shall be assigned by the appropriate district administrator, building principal or supervisor.
9. District Employees can obtain permission to publish information related to their job duties. All standards in this document, plus those in the "Personal Web Pages" section shall be followed.
10. No information about, or works by, individual students shall be made available via the Internet without the express written permission of their legal guardian.
11. All applicable copyright shall be respected and appropriate credit given to the creator and/or license holder for any copyrighted works.
12. Sites, pages and/or other material that have not been actively maintained for 6 months may be removed without notice.
13. Access to any Web Page or other information hosted by District computers may be revoked without notice if it is felt to violate any of these standards, local, state or federal laws, or other District Policies. Such content shall be reviewed by the District Technology Coordinator, building principal and District administration before access is reinstated.

Content Standards

1. All Web Sites hosted by the District must contain certain elements prominently on each site, preferably at the bottom of each page, that will provide general consistency:
 - a. A link to the Main Page for the Site and/or the Building or District's official home page;
 - b. An acknowledgement of the district's Website Standards and copyright notice, similar to:
Maintained according to SSD Website Standards
©2006 Springdale School District
All rights reserved
 - c. A way to contact someone responsible for maintaining the site or page;
 - d. Information about when the site was last updated.
2. Information published will not contain advertising, sponsored links, or the endorsement of any products or services without the express written approval of the Assistant Superintendent for Financial Affairs.
3. The only email addresses published for faculty and staff shall be those officially provided by the District; no email addresses shall be published for students.
4. Sites may not contain discussion forums or surveys where responses are gathered from the general public unless the person responsible for maintaining the site actively reviews and edits the content gathered before it is published.
5. Credits for photographs must be given if done by a professional photographer.
6. All copyrights of material used on a page shall be respected, including the rights of original works created by students and other district employees.
7. Scripts, flash, applets and other executables may be used subject to review for security, load time and other issues. If a specific player is required, a download link can and should be provided.
8. The district technology staff may review published content for excessively large graphics, audio files, or other content that negatively impacts the performance of the site or servers, and recommend changes to sites, or make sites unavailable until needed changes are implemented.
9. The District may develop additional consistency and content standards as the need arises.

Protection of Student Information

1. No names, images, work or other information about specific students shall be published on the Internet without the express written consent of the legal guardian. Permission may be obtained for an entire school year and all activities sponsored by the District.
2. No student medical information of any kind shall be published on the Internet.
3. Nothing indicating the physical location of a student shall be published, other than attendance at a particular school, or participation in a specific activity.
4. Student grades, performance, attendance and conduct shall not be published on the Internet except through the District's Gradebook Viewer.
5. Only the first names of students may be used in any content published on the Internet without the express written permission of both the student's legal guardian and the District Superintendent.
6. Documents may not include a student's phone number, email-address, mailing or street address, names of other family members, or names of friends.
7. If any photograph, video, or other published image contains individually identifiable students, permission to use the image must be on file from all students in the image.
8. If the legal guardian of a student objects to the use of a student's name, work, or image in published content, all reasonable effort will be made to remove the offending material as quickly as possible.
9. Any request for the reuse of student work or images shall be forwarded to the student's legal guardian.
10. Each building and/or department shall maintain a file of Internet Permission Forms. It is the responsibility of the person publishing the content to verify written guardian consent before using any student name, image, work or other information on the Internet.
11. No web site shall contain links to any site not maintained by the District that reveals personal information about its students.

Personal Web Pages

1. The District may choose to allow individual teachers and staff to create personal web pages that provide information that supports their professional activities within the District.
2. Employees must complete the Application for Personal Web Page and have it approved by their Building Principal or departmental supervisor.
3. Personal web pages must comply with all of the standards described in this document.
4. Personal web pages may not be used to promote political positions, personal agendas, non-educational outside activities, or other uses deemed inappropriate by the District administration and board.
5. Personal web pages must clearly state the name of the person maintaining their site and their school or department.
6. Material on personal Web pages reflects an individual's thoughts, interests, and activities. Such Web pages do not, in any way, represent individual schools or the Springdale School District, nor are they endorsed or sanctioned by the individual school or the District. Concern about the content of any such page(s) should be directed to the employee's principal or supervisor.
7. Any website created by an individual employees must prominently include the following disclaimer on its main page, in addition to the copyright statement mentioned above:
This webpage is maintained by <your name here> to support the mission of the Springdale School District. Any views or opinions expressed are those of the individual maintaining this page, and are not necessarily those of the Springdale School District, its board, or employees.
8. Failure to maintain Internet content in compliance with this document may result in loss of authoring privileges or other more stringent disciplinary measures.

Springdale Public School's Statement on Copyright and the Internet

It is the policy of Springdale Public Schools to respect the intellectual property rights of all creators of original works as embodied in the U.S. Copyright Laws. With that in mind, the following facts should be kept in mind when creating content for the Internet:

- Every person who writes a paper, draws a picture, takes a photograph, creates a document for a web page, or even sends an electronic mail, owns the copyright to their creative work.
- Publishing a multimedia resource on the Internet does not place it in the "Public Domain". Proper permission must be obtained before using resources from another website on your own.
- Web-based material is copyrighted just as other forms of communication are and notification of copyright status is not required. Websites must have the proper rights for the graphics, designs, logos, and photos you use. Permission must be gained not only from the photographer, but also from any recognizable person in the photograph.
- Students own the copyrights to their own works. Before publishing original student work, or posting it on the web, permission from the legal guardian of the student must be gained.
- "Fair Use" is an often misused and misunderstood concept. If there is any question about the ownership or right to use material that may be copyrighted, the publisher, author, or owner of the work should be contacted for explicit permission.
- An administrator who knowingly or unknowingly allows copyright infringement to occur is likely to be named among the defendants in any legal action. Penalties can be stiff. The administrator need not actually participate in the infringement to be considered responsible, at least in part, for the violation.

UNLESS THERE IS A CLEAR STATEMENT THAT ART, PHOTOS, AND TEXT ARE "PUBLIC DOMAIN" AND AVAILABLE FOR FREE USE, ONE SHOULD ASSUME THAT THEY ARE COPYRIGHTED. This material should not be used for replication on a local area network, a wide area network, a website, or any other fashion unless permission is granted from the owner.

Springdale School District Internet Publishing Agreement

I have fully read and understand the Springdale School District Internet Publishing Standards. I have been informed of my responsibilities, including:

- Following District guidelines for publishing information to the Internet;
- Protecting student names, images, works and information;
- Verifying that written permission has been obtained prior to using student works or images;
- Using only first names without the express written permission of both the legal guardian **and** the District Superintendent;
- Keeping the site up-to-date;
- Screening materials before publication.
- Placing appropriate disclaimers on personal pages.

I am requesting access to:

- Maintain the Official website for _____
- Publish a "Personal Web Site"

I, the undersigned, acknowledge that I understand the District's policies and guidelines relating to publishing information on the Internet. Any publishing will be done in accordance with federal and state law, as well as district policies and standards. I understand any violations of the above provisions may result in disciplinary and/or legal action.

Name (Please print): _____

Signature: _____

Date: _____

Building/Department: _____

Responsibility for Publishing Student Work (*Certified employees only*):

As a Certified Teacher, I have the option of publishing student work for access via the Internet with parental permission. I agree to do so only for those students who have written permission on file in my building. I understand that no grades may be revealed and that only first names of students may be used without explicit permission of the parent and the District Superintendent.

(Signature)

Principal/District Approval

I authorize the employee named above to publish information on the Internet as described. I agree to periodically review published material to ensure that it complies with the SSD's Internet Publishing Standards. A copy of this form will remain in my office and be forwarded to the District Technology Coordinator.

Principal (Please print): _____

Signature: _____

Date: _____

Permission Form for Use of Student Work, Pictures and/or Name on the Internet

Student's Name: _____
School Name: _____
Teacher Name: _____

Your child's photo, writing, art, or other work is being considered for publishing on the Internet. We need your permission to do so.

After reviewing the guidelines below, please sign and return the permission slip as soon as possible. If you have any questions, please contact the school office.

District Guidelines for Student Names, Pictures, and Work on the Internet:

1. No names, images, work or other information about specific students shall be published on the Internet without the express written consent of the legal guardian. Permission may be obtained for an entire school year and all activities sponsored by the District.
2. No student medical information of any kind shall be published on the Internet.
3. Nothing indicating the physical location of a student shall be published, other than attendance at a particular school, or participation in a specific activity.
4. Student grades, performance, attendance and conduct shall not be published on the Internet except through the District's Gradebook Viewer.
5. Only the first names of students may be used in any content published on the Internet without the express written permission of both the student's legal guardian and the District Superintendent.
6. Documents may not include a student's phone number, email-address, mailing or street address, names of other family members, or names of friends.
7. If any photograph, video, or other published image contains individually identifiable students, permission to use the image must be on file from all students in the image.
8. If the legal guardian of a student objects to the use of a student's name, work, or image in published content, all reasonable effort will be made to remove the material.
9. Any request for the reuse of student work or images shall be forwarded to the student's legal guardian.

Parental Permission

I hereby give permission for my child's photo, writing, or art work to be published in accordance with Springdale Public Schools Internet Publishing Standards.

Student Name: _____

Date: _____

Guardian's Signature: _____

- My child's full name may be used on the Internet. I understand that this will be done only if also approved by the District Superintendent.
- I do not wish my child's name, picture or work to be used on the Internet.

Request to Use Full Names on the Internet

This form must be submitted to the District Superintendent's Office to request permission to use student's full names in material published on the Internet.

Normally, District Policy only allows the first names of students to be used in material on the Internet. In special situations, such as for athletic teams or high school student portfolios, it may be desirable to include a student's full name.

In addition to this form, the explicit written permission of a student's legal guardian must be on file for each student whose full name is used on the Internet.

Person Making the Request: _____

Website or Other Internet Content
to Contain Students' Full Names: _____

Reason for Requesting to Use
Students' Full Names: _____

School Year: _____

If approved, I understand that I must keep a copy of this form on file and have express written permission from a legal guardian before using a student's full name in materials published on the Internet. When using student names, works, or pictures, I agree to abide by the Springdale School District's Internet Publishing Standards.

Signature

Date

Signature of Building Principal"

Signature

Date

DISTRICT APPROVAL:

Request status:

- Approved
- Denied

Superintendent's Signature

Date