

Instruction

Computers: Web Sites/Pages

Web Page Development Guidelines

The District needs to educate all students as they prepare for a productive life in a changing world. The use of the Internet and associated technology is playing an increasing role in student education.

Adherence to these guidelines will insure proper use of the District's network capabilities and proper conduct of the user. The construction and ongoing maintenance of a home page/web site that represents the District is to be viewed as a public information vehicle subject to the following guidelines which require efficient, ethical and legal utilization of network resources.

Webmaster

Defined: A Webmaster is the person who is responsible for the content and publication of a school or district World Wide Web home page upon final approval of the school principal. There may be more than one home page per school, but these will be linked from the school's main home page.

Responsibilities of the Webmaster include the following:

- Screen all material before publication.
- Check all links for accuracy and appropriateness.
- Receive all links for accuracy of all material to be posted.
- Upload material to the district web server.
- Insure that the district Webmaster has the name of the current school Webmaster.
- Purging home page information of outdated pages or those no longer in use.

District Webmaster

The district Webmaster will maintain the district web server. Update procedures and rights will be provided by the Webmaster.

To keep the district web server free of outdated or unused files, the district Webmaster will periodically purge all files, requiring each school Webmaster to reload their new or updated files. Adequate advance notice will be provided to insure that backup files are present and updated.

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Sponsoring Teacher or Administrator

Defined: Any teacher or administrator responsible for proofing student material prior to submission to the Webmaster for publication on the school's World Wide Web home page.

Responsibilities:

- Instruct students on proper use and guidelines before development of student page begins.
- Ensure that student work has educational value.
- Screen student material to insure that it adheres to the district goals, guidelines and policies. (Refer to guidelines below.)

Student or District Employee

Student: Any student currently enrolled in the District.

District Employee: Any person currently employed by the District.

Any student wishing to publish a web page must first have a teacher sponsor his/her material before it is submitted to their school's Webmaster. Any district employee is responsible for meeting district guidelines before submission to their site Webmaster.

Web Page Publishing Guidelines

Each school web page shall contain a disclaimer statement similar to the following:

1. "We have made every reasonable attempt to insure that our web pages are educationally sound and do not contain links to any questionable material or anything that can be deemed in violation of the Acceptable Use Policy."
2. Material to be published must not display, access, or link to sites deemed offensive by the District's Acceptable Use Policy. All published material must have educational value or support the District's guidelines, goals and policies.
3. The only material to be published on the District web server must come from the designated school or department site Webmaster.
4. No advertising is permitted on the District's web pages.

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Web Page Publishing Guidelines (continued)

5. The web is a very dynamic resource. It is strongly recommended that links to pre-existing sites be checked regularly to insure that their links are not going to inappropriate sites.
6. Student work should not be published on a web site unless both the student and the parent(s) or guardian(s) have signed the signature page. (see 6141.322 Appendix A). An exception would be if the work is part of an existing publication such as a newspaper or school newsletter.
7. At no time should a student's personal e-mail address or phone number appear on a school or district web page. All e-mail should be directed to the school or site Webmaster.
8. Please pay particular attention to the copyright information found below.

The Principal or District Supervisor should designate an additional staff member in each school or department (if it is not the Webmaster) to regularly "visit" their web site to check for appropriateness and the legal issues which may arise when a school or district department engages in global publishing.

Copyright Issues

The Internet has grown to a world-wide computer network with many different type of users with many different purposes for their presence. Copyright issues are often brushed aside or completely ignored. As an educational institution we should be aware of the necessity of conforming to all laws, regardless of how they may be perceived on the Internet. The guidelines stated herein are for our own protection and for teaching by example those principles we wish to instill within our students.

The copyright law and the courts have provided exceptions to the rules that govern the behavior of teachers, students, and schools. In general terms, teachers, students and schools are allowed to make "fair use" of material for instructional purposes. "Fair use" has been interpreted to include those limited uses which are not likely to deprive a publisher or an author from income.

"Fair Use" of Internet resources by teachers, students, schools or district personnel should parallel the use of printed resources. Teachers and students might make limited use of some text and graphics within their own classrooms. They should not "publish" those same materials across other classrooms within the building by posting on a local area network (LAN) or across other classrooms in other building on a wide area network (WAN) or the World Wide Web.

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Computers: Web Sites/Pages (continued)

Copyright Issues (continued)

Teachers and students might make rather liberal use of information, text and graphics so long as their resulting works remain within the classroom setting. The moment the works move out of the classroom, they may fall under a “public performance” clause of the copyright law which imposes much greater restrictions and fees.

If purchased clip art collections are used, read carefully the language outlining web rights. Most contain some form of agreement printed on a seal which is broken upon opening. Most of these agreements require you to print a credit line on any document which you are publishing which includes one or more graphics from the collection. The best advice is to read and following the stipulations within the agreement.

Teachers, students and district personnel may safely make use of other's materials (graphics, text, etc.) when they publish on the Web only if they have requested and received formal permission to do so. This would include downloading or “whacking” another web site’s material down to their school server. This should only be done after obtaining written permission from the author of the desired site.

To avoid problems with what to use or not use, the following statement should be our guide: 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 republication on a local area network, a wide area network or a Web site unless permission is granted from the owner.

Privacy Issues

In addition to copyright issues, careful thought and attention must be given to privacy issues. These include the following:

- Student directory information may not be published if parents have requested that it be withheld.
- Photographs of students or staff shall be used only with permission from the parents or staff workers.
- Students’ first or last names or pictures shall not be used on web sites without prior written parent permission.

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Computers: Web Sites/Pages (continued)

Suggested Content

School web sites could include the following types of content:

- Welcome
- Curriculum
- School Projects
- Special Emphasis Programs
- Principal's Message
- Directions to School
- School Handbook
- Superintendent's Message
- Parent's Conference
- Calendars
- Lunch Menu
- Parents
- Student projects
- Office News
- Links to other educational sites
- School Clubs/Activities
- Program Philosophy
- Educational Resources for Parents

[NOTE: The following section (Technical Standards) has been moved from Waterford's existing policy, to Waterford's existing regulation.]

Technical Standards

The Board, in the interest of maintaining a consistent identity, professional appearance and ease of use and maintenance has established the following technical standards for all District web pages.

Each web page must have an authorized school district sponsor.

Each web page added to the district web site must contain certain common elements:

- At the bottom of the page, there must be the date of the last update of the page and the name or initials of the staff person(s) responsible for the page or the update.
- At the bottom of the page, there must be a link that returns the user to appropriate points in the district pages. This would normally be a return to the district home page.
- Standard formatting is used; Browser friendly HTML editors or word processor programs that save files as HTML may be used.
- Backgrounds, graphics and color combinations must coordinate with the District format.

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Technical Standards (continued)

The authorized sponsor who is responsible for the final web page will edit, test the document for accurate links, and ensure that the page meets the content standards listed above. In addition, the sponsor will assume responsibility for updating the information as needed.

Pages may not contain links to other pages that are not yet completed. If further pages are anticipated but not yet developed, the text that will provide the link should be included but may not be made “hot” until the further page is actually in place.

Directory structure will be determined by the Webmaster. Staff members approved for access will be given access passwords by the Webmaster. These passwords do not suggest that the work done by the staff member is personal or confidential, nor does it suggest that the work is the property of the staff member.

WATERFORD PUBLIC SCHOOLS
Waterford, Connecticut

**Parent Permission Form for World Wide Web
Publishing of Student Work**

Name of Student: _____

School: _____ Name of Parent: _____

We understand that our daughter or son's art work or writing is under consideration for publication on the World Wide Web, a part of the Internet. We further understand that the work will appear with a copyright notice prohibiting the copying of such work without express written permission. In the event anyone requests such permission, those requests will be forwarded to us as parents. No home address or telephone number will appear with such work.

We grant permission for the World Wide Web publishing as described above until June 30, _____. A copy of all such publishing will be printed out and brought home for us to see.

I, the student, also give my permission for such publishing.

Name: _____ Date: _____

Parent Permission for Identifying Information

Until June 30, _____, I give permission for the above child's (*check all that apply*)

- first name
- last name
- photograph

to appear in the Waterford Public Schools website.

Name: _____ Date: _____

WATERFORD PUBLIC SCHOOLS
Waterford, Connecticut

Web Publishing Rules: Copyright

Copyright law and district policy do not allow the re-publishing of text or graphics found on the Web on district Web sites or file servers without explicit written permission.

- For each re-publishing (on a Web site or file server) of a graphic or a text file which was produced externally, there must be a notice at the bottom of the page crediting the original producer and noting how and when permission was granted. In many cases, that notice should also include the URL (web address) of the original source.
- Students and staff engaged in producing Web pages must provide library media specialists with e-mail or hard copy permissions to file before the Web pages are actually published. In the case of “public domain” documents, printed evidence must be provided to document the status of the materials.
- The failure of a site to display a copyright notice may not be interpreted as permission to copy the materials. Only the copyright owner may provide the permission. If the materials have been improperly and illegally displayed by a Web site, the manager of that Web site may not be considered a source of permission.
- The “fair use” rules governing student reports in classrooms are less stringent and permit limited use of graphics and text.
- Student work may only be published if there is written permission from both parent and student.

Staff members and students with questions regarding these guidelines are advised to check with the library media specialist in their building before proceeding with the collection of images and text.

WATERFORD PUBLIC SCHOOLS
Waterford, Connecticut

Standards for District and Schools WWW Sites

A. School Administrator

1. The school principal should have personal knowledge of any web site at his/her school and should have granted permission for the web site to exist. No web site should exist at the school without the explicit permission of the principal. The principal is ultimately responsible to see that standards for the web site are met.
2. The principal should make the web site known to the District Technology Committee detailing its http address and the staff member supervising the administration of the web site.

B. Web Site Host Computer

1. Physical security of the web site host computer is important: it should be in a lockable room generally away from normal student access.
2. Normally the host computer will remain online 24 hours a day.
3. The computer should have a password controlled access, i.e. no one should be able to access the system level controls or make changes to the web site content without a master access password.
4. Access passwords should be kept secure and should be known by only a few key people - the teacher in charge of the web site, the principal, the school secretary, the school Technology Coordinator. As passwords can be forgotten, they should be written down and kept in the school safe as a precaution against loss.
5. Passwords should be changed periodically or when any threat of a security breach occurs. In the high school, passwords should be changed monthly. At lower grades, passwords should be changed at least annually.
6. Student login access to the web site host computer should be kept to a minimum.

C. Publication Process

1. Material should be produced or assembled on school computers under teacher supervision. If parent or community volunteers are supervising site production, a staff designee of the principal should review the site periodically with the volunteer and should administer standards for the site.

C. Publication Process (continued)

2. All materials should pass through an editorial stage production. Editors should examine materials and make corrections for the following:

^a Spelling

^a Grammar

^a Content (see Internet Acceptable Use Policy for prohibitions)

3. All materials should be viewed by the web site supervisor prior to actually publishing any new content on the Internet.

4. Only the web site supervisor should move new materials to the site for publications.

D. Safety Concerns

1. Personal information about students, including photographs with associated names, addresses, telephone numbers, etc. should generally not be published.

2. If personal information such as photographs are to be published, parental permission to do so should be obtained in advance of publication.