

P1230 INTERNET AND ONLINE SERVICES

BOARD POLICY:

The goal of the district's Internet site and online services is to create a two-way communication system that is useful to staff, students, parents, community members, and other visitors. The Internet site and online services shall provide meaningful and accurate content, efficient and effective organization and design, and a clearly defined navigational system. The Internet site and online services shall advance educational excellence in the district by facilitating marketing and communications; learning services; an online library; staff development; resource sharing; administrative and support services; board information and policies; and innovations.

Administrative Implemental Procedures:

1. Internet Advisory Committee. The Internet Advisory Committee shall maintain Internet Development Guidelines that shall govern the district Internet site and all school and district office Internet sites; these Guidelines shall be published in the Staff Resources section of the district's Internet site. The Internet Advisory Committee shall include representatives from school and district staff. It shall meet a minimum of twice a year to provide input/feedback and make recommendations regarding Internet site organization, design, services, and other issues. In the event that its guidelines are challenged, the Internet Advisory Committee shall refer unresolved issues to the appropriate district-level administrator(s).
2. Internet Team. An Internet Team comprised of representatives from various district offices shall manage the district's Internet site. Except as provided in AIP 3, below, Internet Team members shall be responsible for managing the Internet content for their respective district offices. The Internet Team shall meet as needed to discuss progress and issues. Any unresolved issues shall be referred to the Internet Advisory Committee and, if necessary, the appropriate district-level administrator(s).
3. Profile Pages. All schools and district offices shall have the opportunity to create content for profile pages, to be managed by Marketing and Communications. These pages may contain formatted information, photos, and charts. Board of Education members may have profile pages in the BOE section of the Internet site. BOE profile content shall be limited to: member's name, photo, biographical information, education, profession, and civic activities; district number, map, and schools; dates of service, offices, and areas of focus; local, state, and national committees; and e-mail address, if requested by the Board member. The Clerk of the Board shall manage the BOE profiles.
4. Public Access to School and District Office Internet Sites. Schools and district offices have the option of managing their own Internet sites. These sites may contain listings of staff, calendars, and other information. All school and district office Internet sites shall use the district's established URL naming convention. Only authorized school and district office staff may manage school or district office Internet sites on district servers. Notwithstanding the above, only designated district-level office staff may authorize the management of Internet hosting, software, or content in accordance with the Internet Development Guidelines and purchasing policy. All Internet content published by schools, the district, and Board-appointed committees shall be accessible to the general public only by use of the required URL naming convention or by use of third-party online services approved by the

Internet Advisory Committee as published in the Internet Development Guidelines. Prior to its approval of a third-party online service, the Internet Advisory Committee shall obtain a written agreement from the prospective service provider by which the service provider shall agree to provide contact person(s) for prompt assistance in monitoring and managing content. Schools, district offices, and Board-appointed committees may not circumvent the requirements of this policy by “masking,” “framing,” or otherwise hiding the URLs of non-district servers on which their content actually resides. All school Internet and online content, including, but not limited to, content published on approved online services, is subject to this policy and the Internet Development Guidelines. This policy (P1230 -- Internet and Online Services) and the Internet Development Guidelines apply to Internet and on-line student publications.

5. Storage of Internet Content. Upon request, the district shall provide for a reasonable amount of storage space in a sub-domain folder for each school and district office on a password-protected server. Schools and district offices may store additional Internet content on non-district servers with the prior written authorization from the appropriate district-level administrator.
6. Educational Use. All uses of district and school Internet sites and all other online content and services shall be in support of education and research consistent with the educational objectives of the district. The district maintains the right to remove links from the district Internet site to school-managed and district office-managed Internet sites that contain inappropriate content, and district staff shall notify principals or district office administrators immediately if links are removed. (See, e.g., P1231 -- Acceptable Use of Computers, Networks, Internet, Electronic Mail, and Other Online Services - Employees.) Principals are responsible for removing inappropriate content from school-managed Internet sites, at which time they may request that previous links be restored.
7. Internet Safety. The district shall develop and implement a “technology protection measure” that blocks and/or filters Internet access to visual depictions that are “obscene,” “child pornography,” or “harmful to minors,” as may be required by the Children’s Internet Protection Act, Pub. L. No. 106-554, § 1701, et seq., (2000). The District Internet Safety Committee shall be responsible for selecting and overseeing operation of the above-referenced technology protection measure with respect to any District computers with Internet access.
8. Accommodations for the Visually Impaired. The design of the district Internet site and school and district office-managed sites shall include reasonable accommodations to persons with visual disabilities.
9. Compliance with FERPA. Any disclosure of personally identifiable information must be done in compliance with the Family Educational Rights and Privacy Act, 20 U.S.C. § 1232g, as amended, and its interpretive regulations, 34 C.F.R. § 99.1, et seq. (See P5501 -- Privacy of Pupil Records and district guidelines for FERPA.)
10. Copyright law shall be respected for all Internet and online services. (See P6400 - Copyrights.)
11. Statements of Personal Belief. Any statement of personal belief found on the Internet or other telecommunication system is implicitly understood to be representative of the author’s

individual point of view, and not that of USD 259, its administrators, teachers, staff, or the participating school. No representations to the contrary shall be published without written approval from an appropriate district administrator.

12. **Domain Name.** The district has registered its domain names for the purpose of exclusive Internet site identification. The district asserts copyright, TradeMark, and/or other intellectual property rights in its domain name, district identification, district logo, and all content of the district Internet site (e.g., text, graphics, audio and video). All rights reserved.
13. **Use by Outside Parties.** Parents, patrons, or outside organizations may not publish any content for general access on the district and/or school Internet sites or otherwise use district and/or school domain names in connection with the publication of such content. Under no circumstances shall any outside party, directly or indirectly, use district and/or school domain names to promote political issues, causes, or candidates. Board-appointed committees or other affiliated groups that publish Internet content shall follow this policy (P1230 -- Internet and Online Services). Such committees or groups may not host or link to chat rooms, discussion groups, or other services that might be identified as public forums.
14. **School Sponsorships.** Schools may generally allow appropriate sponsors to advertise on school-managed Internet pages or other online content and to provide automated links to the sponsor's content as a part of a school fund-raising activity which has been approved by the principal or as is otherwise authorized in the Internet Development Guidelines.
15. **District Sponsorships and Links to For-Profit Content.** District-managed Internet or online services may acknowledge the contribution of appropriate sponsors, and may include such sponsors' logos on the start page(s) of the content that is sponsored, and on the district site's "contributors page," which shall be prominently linked from the district's home page. Notwithstanding the above, district-managed Internet or online services may only include automated links to third-party for-profit content (including content provided by district sponsors) if such automated links are:
 - a) necessary to allow users to download software to use district Internet or online services;
 - b) necessary for educational research or other educational purposes;
 - c) expressly authorized by the Internet Development Guidelines; or
 - d) necessary for administrative or instructional purposes and approved in writing by an appropriate district administrator.
16. **District Technology Plan.** The Administrative Implemental Procedures contained in this policy shall be consistent with the District Technology Plan adopted by the Board of Education.
17. **Dynamic Content.** Classrooms shall have the opportunity to utilize dynamic content for educational purposes. District staff shall have administrative rights to maintain control over content. Dynamic content is defined as content structured by user input with the ability to change and may consist of closed URLs which are password protected with limited access where students are allowed to publish content in real time, and open URLs which are accessible to the public. Any classroom use of dynamic content is to be monitored by the classroom teacher with the approval of the building administrator.

Administrative Responsibility: Marketing & Communications, Instructional Technology,
Management Information Systems
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