

CREATING & PLACING WEB PAGES Policy 522.71

Page 1 of 3

Internet access provides Slinger students and staff an opportunity to contribute to the school districts presence on the World Wide Web. The district web site shall provide information to the world about school curriculum, instruction, school-authorized activities, and other information relating to the schools and the districts mission. Creators of web pages shall familiarize themselves with and adhere to the following procedures and responsibilities. Failure to follow these procedures or responsibilities shall result in the loss of authoring privileges and/or other disciplinary measures.

Content and Subject Matter

All subject matter on web pages shall relate to curriculum, instruction, school-authorized activities, general information that is appropriate and of interest to others, or it should relate to the school district, or the schools within the district. Staff or student work shall be published only as it relates to a class project, course, or other school-related activity. The district designee shall be responsible for web page approval.

Quality

All web page work shall be free of spelling and grammatical errors. Documents shall not contain objectionable material or point (link) directly to objectionable material. Objectionable material is defined as material that does not meet the standard for instructional resources specified in other district policies.

Ownership and Retention

All web pages on the district's server(s) are property of the school district. A web page shall be deleted when it is no longer current.

Student Safeguards

1. Web page documents shall conform to all other school regulations regarding publishing of student information.
2. Published e-mail addresses are restricted to staff members or to a general group e-mail address where arriving e-mail is forwarded to a staff member.
3. Final decisions on publishing student pictures (video or still) and audio clips shall be made by the supervising teacher.
4. Web page documents shall not include any information, which indicates the physical location of a student at a given time, other than attendance at a particular school, or participation in activities.

Conform to School Board Policies

All documents on the School District of Slinger's server(s) shall conform to other school board policies and regulations, as well as, established school guidelines. Copies of board policies are available on the district's webpage. Persons developing or maintaining web documents are responsible for complying with these policies. Relevant issues and related to other board policies include the following:

CREATING & PLACING WEB PAGES Policy 522.71

Page 2 of 3

1. Electronic transmission of materials is a form of copying. As specified in district policy, no unlawful copies of copyrighted materials shall be knowingly produced or transmitted via the districts equipment, including its web server(s).
2. Documents created for the web and linked to district web pages shall be for instructional references or to addresses supporting school programs.
3. All communications via the district web pages shall comply with the District Internet Policy and the District Code of Conduct Policy. Offensive behavior that is expressly prohibited by this policy includes religious, racial, discrimination, and sexual harassment and/or violence.
4. Any student information communicated via the district web pages shall comply with district confidentiality regulations.
5. Any deliberate tampering with or misuse of district network services or equipment shall be considered vandalism.
6. Information posted must be accessible to individuals with disabilities in compliance with the requirements of Section 504 of the Rehabilitation Act of 1973, and Title II of the Americans with Disabilities Act of 1990 along with accompanying statutory regulations.

Technical Standards for Consistency

Each web page added to the district web site(s) must contain certain elements which shall provide general consistency for district web pages.

1. At the bottom of the web page, there shall be an indication of the date of the last update to that page and the name or initials of the person(s) responsible for the page or update. It shall be that persons responsibility to keep the web page current.
2. At the bottom of the web page, there shall be a link that returns the user to the appropriate point(s) in the district web pages.
3. All web pages shall be submitted to a district designee for review prior to placement on the district server(s). Pages shall be edited and tested for accuracy of links and checked for conformance with standards outlined in this policy.
4. No computers other than the assigned building web servers shall be configured as Web/FTP servers.
5. Users must exhibit care when creating web pages with extensive tiled backgrounds, large graphics, or sound and video.
6. Web pages shall not contain links to other web pages not yet completed. If additional pages are anticipated, but not yet developed, the text that will provide such a link should be included. However, the actual link to said page(s) shall not be made until the final page is actually in place on the district server(s).
7. All web pages shall be given names, which clearly identify them. The names of all documents shall coincide with current district naming practices and

CREATING & PLACING WEB PAGES Policy 522.71

Page 3 of 3

structures.

8. Web pages shall not contain any student e-mail address links.

Other

1. Material on web pages may reflect an individual's thoughts, interests, and activities. Such web pages, which may be linked to the school Web page, do not, in any way, represent individual schools or the School District of Slinger, nor are they endorsed or sanctioned by the individual school or the district. Concern about the content of any page(s) created by students or staff shall be directed to the building principal.
2. Given the rapid change in technology, some of the technical standards outlined in this policy, may require change throughout the year. Such changes shall be recommended by the district designee to the school boards policy committee.

Legal References:

Wisconsin Statutes

- [Sections 19.31 - 19.37](#) [Wisconsin Public Records Law]
[Sections 19.62 – 19.80](#) [Personal Information Practices]
[Section 120.12\(1\)](#) [School Board Duty; Care, Control, and Management of School District Property]
[Section 120.44 \(2\)](#) [School board Duties and Powers]
[Section 943.70](#) [Computer Crimes]
[Section 947.0125](#) [Unlawful use of computerized Communication Systems]

Wisconsin Administrative Code

- [ADM 12](#) [Electronic Records Management]

Federal Laws

- [Children's Internet Protection Act](#) [Internet Safety]
[Title 17 U.S.C.](#) [Use of Copyrighted Materials]
[Electronic Communications Privacy Act](#) [18 U.S.C. Subsection 2510-22]

Cross References:

Adoption Date: 8/21/2017