

SALEM SCHOOL DISTRICT  
Salem, Connecticut

INSTRUCTION

COMPUTERS: WEB SITE/PAGES

Website Development Guidelines

The construction and ongoing maintenance of a website that represents the District/School 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: The Webmaster is a person or persons who is/are responsible for the content and publication of the district and school websites with final approval of the school principal or superintendent.

The responsibilities of the Webmaster are described in the current BOE approved Webmaster Stipend Position Job Description.

Home Page Editors

Defined: Office personnel who have been granted access to website features including, but not limited to School Calendar, E-Alert System, home page announcements.

Responsibilities: May include, but are not limited to:

- Uploading pre-approved information to school calendars
- Sending pre-approved e-alerts to subscribers
- Purging outdated information

Section Editor

Defined: Any teacher, administrator, or administrative designee, willing to be responsible for developing and maintaining content or portions of the District/School website. All content by Section editors will be submitted for approval to the Webmaster for publication on the District/School's website.

Responsibilities: May include, but are not limited to:

- Developing content for individual web pages.
- Checking all links for accuracy and appropriateness.
- Purging information of outdated pages or those no longer in use.

- Screen student material to be posted to insure that it adheres to the district goals, guidelines and policies and to insure that student work has educational value. (Refer to Web Publishing Content Standards below.)

### Website Publishing Content Standards

- The home page shall contain a disclaimer statement similar to the following: "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."
- 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 and/or support the District's guidelines, goals and policies.
- All material posted to the website must be approved by the principal or superintendent or designee. (All personnel defined in this document must have on file the signed signature page found below. This signature page will reside with the school or district administrator.)
- The web is a very dynamic resource. It is strongly recommended that links to pre-existing sites be checked regularly to insure that links do not connect to inappropriate sites.
- Student work will not be published on a website unless both the student and the parent(s) or guardian(s) have signed the Parent/Guardian Permission to Publish Intellectual Property on the WWW.
- At no time will a student's personal e-mail address or phone number appear on the web page. All e-mail should be directed to the school staff.
- Please pay particular attention to the copyright information found below.

### Website Copyright

The Internet has grown to a worldwide computer network with many different types of users, with many different purposes for their presence. Copyright laws are often misinterpreted or completely ignored. Members of the Salem School Community must conform to all laws, regardless of how they may be perceived regarding the Internet. The guidelines stated herein are for the protection of the District and for teaching by example those principles, which should be instilled 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 materials 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. The moment the works move out of the classroom, (Networks or the Internet) they may fall under a "public performance" clause of the copyright law, which imposes much greater restrictions and fees.

- Members of the Salem School community may not make use of others' materials (graphics, text, etc.) when they publish on the Web unless they have requested and received formal permission to do so. This includes downloading or copying another website's material to their school website. This can only be done after obtaining written permission from the author of the desired site.
- Careful attention must be given to agreements/restrictions/requirements for republishing of clip art or other graphics collections. All agreements must be followed in full.
- Members of the Salem School community engaged in producing webpages must provide the Webmaster with e-mail or hard copy permissions, granting permission to use copy righted material, before the webpages are published. In the case of "public domain" documents, printed evidence must be provided to document the status of the materials.

The following statement should guide decisions about what materials may be used when publishing (posting) online: 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 website unless permission is granted from the owner.

### Website Privacy

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

- Student name and directory information may not be published.
- Photographs of students shall not be used.
- Photographs of staff shall not be used without permission.
- Staff and/or students may submit materials for website publication to the Superintendent or his/his designee who shall ensure that the content adheres to district guidelines and policies.
- Students will be identified by grade level only.
- Under no circumstances will a student's name, home address or phone number be included.
- If replies to published student work are appropriate, the sponsoring teacher's address should be the e-mail address displayed, not the student's.

Only the web sites/pages created under the auspices of these procedures will be acceptable.

### Administration of Website and Passwords

#### A. School Administration of Website

- The school principal should have personal knowledge of any website at their school and should have granted their permission for the website to exist. No website should exist at the school, or representing the school, without the explicit permission of the principal. The principal is ultimately responsible to see that standards for the website are met.

- The principal should make the website known to the District Technology Committee detailing the host of the website, the URL and the staff member supervising the administration of the website (the Webmaster.)

#### B. Website Host Computer Passwords

- The website should have password controlled access, i.e., no one should be able to access system level controls or make changes to the website content without permissions.
- The Webmaster password should be kept secure and should be provided to the school principal.
- The Webmaster will have the ability to access and change any Section Editor passwords.

Procedures Approved: August 16, 2004

Revised Procedures 1<sup>st</sup> Reading: March 20, 2006

Revised Procedures Adopted: April 3, 2006

Revised Procedures 1<sup>st</sup> Reading: October 1, 2012

Revised Procedures Adopted: November 5, 2012

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SALEM SCHOOL DISTRICT  
Salem, Connecticut

Web Page Development Contract

PRINCIPAL/DISTRICT SUPERVISOR

I understand that I am responsible for all material published on my school/site's Website. I have reviewed the Website Development Guidelines policy (6141.322) with my school/site's Webmaster. All signed contracts will remain on file at my school/site.

Principal/Site Supervisor: \_\_\_\_\_  
(please print)

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

WEBMASTER

I understand any violation of the Website Development Guidelines policy (6141.322) may result in disciplinary and/or legal action. I agree to report any misuse of the electronic information resources to my principal or site supervisor. I realize that I am also accountable to the guidelines within the Acceptable Use Policy.

Webmaster Name: \_\_\_\_\_  
(please print)

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

HOME PAGE EDITOR

I understand any violation of the Website Development Guidelines policy (6141.322) may result in disciplinary and/or legal action. I agree to report any misuse of the electronic information resources to my principal or site supervisor. I realize that I am also accountable to the guidelines within the Acceptable Use Policy.

Webmaster Name: \_\_\_\_\_  
(please print)

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

SECTION EDITOR

I understand any violation of the Website Development Guidelines policy (6141.322) may result in disciplinary and/or legal action. I agree to report any misuse of the electronic information resources to my principal or site supervisor. I realize that I am also accountable to the guidelines within the Acceptable Use Policy.

Webmaster Name:

\_\_\_\_\_

*(please print)*

Signature:

\_\_\_\_\_

Date:

\_\_\_\_\_

SALEM SCHOOL DISTRICT  
Salem, Connecticut

Parent/Guardian Permission to Publish Intellectual Property on the WWW

Student work and student photographs may only be published if there is written permission from both parent and students.

Dear Parent/Guardian:

The Salem School District may periodically publish original works created by your child on the World Wide Web (WWW), a part of the Internet. It will be available to a global audience. Some examples of student work published on the WWW are, but not limited to, literary and artistic works, multimedia and computer programs. We also periodically publish students' photographs on the District/School website homepages.

The Board of Education will not permit a student's name, home address, telephone number, or e-mail address to appear on a school or district-level website. This precautionary measure attempts to protect your student from possible rude, insulting or exploitative Internet users. In addition, the published work will appear with a copyright notice, which prohibits the copying of your child's work without the express written permission by the parent/guardian or student age 18 or older. Requests received by the District to use your child's work, other than the sponsoring school or office listed below, will be forwarded to you.

Name of Website: Salem School District

URL: <http://www.salemschools.org>

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Please check one:

- We, the parent/guardian and student, DO grant permission for original works and photographs of the student to be published on the district's/school's website.
- We, the parent/guardian and student, DO NOT grant permission for the photographs of the student to be published on the district's/school's website, but original works are permitted.
- We, the parent/guardian and student, DO NOT grant permission for original works or photographs of the student to be published on the district's/school's website.

\_\_\_\_\_  
Signature of Parent/Guardian

\_\_\_\_\_  
Parent's Name (Please Print)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Student's Signature

\_\_\_\_\_  
Student's Name (Print)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Homeroom Teacher

\_\_\_\_\_  
Grade

*Please return signed form to the school office*