## DISTRICT AND SCHOOL WEB SITES

**WEB GUIDELINES & PUBLISHING STANDARDS**

The availability of Internet access in the San Dieguito Union High School District provides an opportunity for students and staff to contribute to the School District's presence on the World Wide Web. The District's Internet system has a specific educational purpose and has been established as a closed forum, not a public access service or a public forum. The District has the right to place restrictions on use to ensure that use of the system is in accordance with its specific educational purpose.

The District's public Web site, school and department Web sites provide information to the world about school curriculum, instruction *and* school-authorized activities relating to our schools' and the District's missions. Web Authors need to familiarize themselves with and adhere to the following policies and responsibilities and also SDUHSD's Board Policies and Administrative Regulations. Failure to follow these policies or responsibilities may result in the loss of authoring privileges or other more stringent disciplinary measures.

A.   CONTENT STANDARDS

The District maintains full authority to regulate and control content on school and District-related Web sites. District administrators, school principals, and classroom teachers are responsible for Web page approval prior to publishing. No web page/site shall exist for any school or department without the prior approval of the school principal, or appropriate District administrator. The school principal, or site administrator, is ultimately responsible for ensuring that web page/site standards are being met. Use of the District's system is a privilege, not a right; thus, the web manager may remove a web page/site from the network if inappropriate materials are found on a site at any time.

Concern about the content of any page(s) created by students or staff should be directed to the principal of that school or to the District's web manager.

B.   DESIGN GUIDELINES

Each Web page added to site and District Web site(s) must contain certain elements that will provide general consistency for site and District Web pages. Refer to section entitled *Additional Guidelines for Teacher or Classroom Web Pages* for more specific clarification.

1.   All Web sites are a closed forum and are subject to review and approval by the administration for appropriate content in conformance with its policies and standards.

2.   School Web sites should be clearly identified by name and as part of San Dieguito Union High School District. The physical address and contact numbers should also be displayed.

3.   The District's official logo shall be displayed at least once on the opening or content (*home*) page of any District-related Web site. The logo is available from the web manager.

4.   At the bottom of each major Web page, there must be an indication of the date of the last update to that page.

5.   All pages should have the appropriate web manager's email address annotated as the person responsible for content of the site and to receive comments from the general public.

6.  Only employees of SDUHSD will be authorized to access District servers for the purpose of uploading additions or changes to school or District web sites.

7.  The name of the employee serving as the school site or department web manager will be approved and submitted to the Director of Educational Technology by the appropriate principal or department administrator. The Director of Educational Technology will then grant server access privileges.

8.  School or District pages that are framed or formatted in such a way as to cause other sites to appear to be part of that page should not link to non-district sites.

9.  No guest books or response forms which allow immediate, unmediated postings by the public will be hosted on sites and District Web sites, or link from District sites.

10. Users must exhibit care when creating Web pages with extensive tiled backgrounds or large graphics. Such files require extensive download time, are frustrating for modem users, and slow down the file servers.

11. School buildings, aerial photographs, campus and classroom layout plans *may not* be published on District-related Web sites. A representative photo of the school is acceptable.

12. Staff members and students may not post personal home, email addresses, phone, fax or pager numbers on the school's Web page.

13. Staff members must give permission for their photographs to be posted.

14. While student success and achievement may be recognized on School or District web sites, it should never be done in a manner that demeans or embarrasses individuals, groups, classes or schools that strive for similar recognition.

15. The size of District-related Web sites hosted on the District's Web server shall be limited to a size specified by the web manager.

16. All District-related Web sites must contain a prominent link to the District's public Web site. Use the following link (URL): http://www.sduhsd.net

C.  EXTERNAL LINKS

1.  Clickable or active links from school web sites to curricular or educational-related Web sites are permitted with discretion on a case-by-case basis. All links to external web sites must re-direct the user to an intermediate page or pop-up window that carries the following warning prior to allowing the user to leave the District's web site:

SDUHSD External Link Disclaimer

*You have selected a link to a website that is not owned or controlled by the San Dieguito Union High School District or its schools (SDUHSD). Links to websites outside of SDUHSD are offered for your convenience in accessing related information, but do not constitute an endorsement of the website or its content. SDUHSD takes no responsibility for the views, content or accuracy of the information presented by an external website.*

*Report objectionable content linked from an SDUHSD website to info@sduhsd.net.*

2.   The District recognizes that student clubs, athletic teams, and parent groups create and host independent web sites to promote school activities which may appear to be official, District-sponsored websites.  We encourage school-sponsored clubs and teams to work with their ASB advisors and coaches to host web sites on District servers as part of the school's web site.  Independent web pages can be linked to school websites with the above disclaimer if all of the conditions are met:

a)   The owner of the web site is clearly and prominently identified on its homepage (i.e., Torrey Pines High School Foundation, La Costa Canyon Grad Nite Committee, San Dieguito Academy  Music Boosters, student name, etc).

b)   The website substantially complies with the guidelines and standards contained in this document, particularly with respect to the standards on subject matter, objectionable content, student safeguards, and does not violate Board Policies or school rules.

c)   The website is created to support and promote school activities and not as a means of bypassing district standards and controls.

3.   There can be no links to outside Web sites with a recommendation to purchase products, except for the purpose of official school-sponsored fundraising by clubs or school-connected organizations (Foundation, PTSA, etc).

4.   Web page links may not include entities whose primary purpose is commercial or political advertising.

5.   School and District web pages may not acknowledge commercial entities by use of links, logos or banners even under the guise of sponsorship or fund raising.

6.   School and District Web pages may not contain links to other Web pages that are not yet completed.

D.   SUBJECT MATTER

All subject matter on Web pages should relate to curriculum, instruction, school-authorized activities, the School District, or the schools within the District and other similar information that is appropriate and of interest to others.

Staff members and students may not include personal Web pages on the school's primary Web site. No links to any personal home pages will be allowed. Personal information about staff members shall be limited, for example, to a brief biographical statement and a picture.

E.   QUALITY

Documents may not contain objectionable material or point (link) directly to objectionable material. Objectionable material is defined as material that does not meet the standards for instructional resources specified in District Policies. District administrators will prevail regarding the question of quality or propriety of Web page material, appearance, or content.

Material placed on a Web site is expected to meet academic standards of proper spelling, grammar, and accuracy of information.

F.   DOMAIN NAMES, WEB HOSTING, OWNERSHIP AND RETENTION

School sites and clubs may not register or own their own domain names or host school-related web sites, except through the Information Technology Department.

District-related Web sites are hosted on District Web servers. Only with special permission from the District Web Master or higher-level management may an outside service provider host a District-related Web site.

All Web pages on the District's server(s) are the property of the School District. The district reserves the right to access and monitor, as it deems appropriate, all equipment, files, and other use of its network or equipment.

San Dieguito UHSD *does not* permit the hosting of non-district Web site on its Web servers. This includes, Foundations, PTSA, or non-SDUHSD organizations that advocate specific political/social positions.

G.   STUDENT SAFEGUARDS

1.   Personal Information

   a)   No personal information about a student may be posted on Web sites.

   b)   A student's name may only be used with permission of the student's parents on a case-by-case basis. Use the District's Web Withhold/Authorization form. Team rosters may be posted.

   c)   Web pages must protect student identity in e-mail address links, survey-response links, or any other type of direct-response links. Avoid using any part of a student's name in any link of any type.

2.   Photographs

   a)   Photographs of individual students may only be used with permission of the student's parents on a case-by-case basis. Use the District's Web Withhold/ Authorization form as appended.

   b)   Group photos, where no individual student is personally identified may be used.

3.   Student Work

   a)   Student written work or artwork may only be used with permission of the student's parents on a case-by-case basis. Use the District's Web Withhold/Authorization form.

4.   Other

   a)   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.

   b)   Web page documents may not include any information that indicates the physical location of a student at a given time i.e. off school campus activities such as field trips.

   c)   Information posted on the Web site must be believed to be accurate and fair and should not harm the reputation of any individual.

H.   SAN DIEGUITO UNION HIGH SCHOOL DISTRICT POLICIES

All documents posted on the District server(s) must conform to the Employee and Student Acceptable Use Policies (4112.7/ 4212.7, 6168) as well as established school guidelines. Persons developing or maintaining Web documents are responsible for complying with these and other policies. Some of the relevant issues and related Board Policies include the following:

1.  Electronic transmission of materials is a form of copying. As specified in District Policy, no unlawful copies of copyrighted materials may be knowingly produced or transmitted via the District's equipment. Students and staff are permitted to download text, images, sound, and movie files from the Internet for student projects, but cannot re-post those images online without permission from the author.

2.  All communications via site or District Web pages will comply with the Acceptable Use Safety Policy. Offensive material that is expressly prohibited by this policy includes, but is not limited to, material that is disparaging of others such that it may create a hostile work or educational environment based on race, sex, national origin, sexual orientation, age, disability, religion, or political beliefs; material that is pornographic, obscene or sexually explicit; material that is deemed to be confidential student or employee information; material that violates any state or federal law; material that is libelous, slanderous, gang-related, or incites students or staff so as to create a substantial disruption to the orderly operations of the district or creates a clear and present danger of the commission of unlawful acts on school premises or violation of school rules and regulations.

3.  Any deliberate tampering with or misuse of District network services or equipment will be handled in accordance with the District's Acceptable Use Policy.

I.   WEB ACCESSIBILITY STANDARDS FOR USERS WITH DISABILITIES

The Americans with Disabilities Act (ADA) requires State and local governments, including schools, to provide effective communication whenever they communicate through the Internet. To provide an alternative medium for accessing information about our District, the elements listed below will be included in all sites and District Web pages.

1.  Provide support for text browsers

2.  Attach "Alt" tags (Alternative Text) to graphic images so that screen readers can identify the graphic.

3.  Hyperlink photographs and images with descriptive text.

4.  Include contact email address for further information.

J.   OTHER

1.  Unless otherwise specifically noted on any posted material, material posted on the District's network is not intended to be, and should not be construed as, an expression of the District's philosophy, position, viewpoint or policy on any particular issue but rather represents only the opinion of the author.

2.  The District makes no warranties of any kind, whether expressed or implied, for the service provided. The District shall not be responsible for any damages suffered while a user is utilizing the District's system. Such damages could include, but are not limited to, loss of data, and service interruptions.

3.  Users should retain a back-up copy of their Web sites/pages.

K.   ADDITIONAL GUIDELINES FOR TEACHER OR CLASSROOM WEB PAGES

1.  Teacher or classroom Web sites are hosted on the District's Web server. Accounts are available for all SDUHSD teachers. Support or more information on this service is obtainable through the District's web manager.

2. Teacher or classroom Web sites may not be hosted on providers such as: *MySpace.com, Geocities.com*, *Tripod.com*. Access to sites hosted on these servers is blocked by the District's filtering system due to the inappropriate content contained on many of these free sites.

3. Teachers may establish Web sites for use with class activities or that provide a resource for other teachers. Teachers will be responsible for maintaining their class or educational resource sites. Teacher Web sites will be considered official material, and will be developed in such a manner as to reflect well upon the District and school.

4. Teacher or classroom Web pages are required to insert the following disclaimer on Web sites that contain links to outside Web sites that are intended for instructional purposes:

   *The links on this page connect students to resources, which are recommended because of their educational content and value. I do not intend your child to visit any pages beyond those to which I have provided specific links. We recommend that you supervise/monitor your child's Internet activity at all times.*

5. The District's Web Withhold/Authorization form must be signed by a student's parents prior to publishing photographs, names, written work or artwork on teacher or classroom Web pages.

6. If a parent withholds authorization to use a student's first or last name, no part of that name may be used i.e. the student's initials.

7. The use of student last names should be avoided whenever possible, even if authorization is available.

8. Chat Rooms: School and District Web sites may not provide recommendations or links to chat rooms unless comments are reviewed and moderated by reputable organizations and the site provides services for specific educational purposes. Example: Moderated chat with a specific children's author.

9. Moderated bulletin and chalkboards will be approved on a case-by-case basis by the appropriate District administrator.