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## DISTRICT WEBSITE REGULATION

The purpose of the Catskill Central School District Website is to:

- Keep the public informed of CCSD activities and support the success of the educational programs;
- Provide another opportunity for the community to communicate directly with district employees; and,
- Provide an additional instructional environment for teachers to create learning experiences for students.

This regulation establishes the framework by which the District's website will be implemented, managed and maintained.

### **Roles and Responsibilities**

The Director of Technology will serve as the District Website Master role updating website content at the direction of the Superintendent and Building Principals. Responsibilities include:

- Reviewing website content weekly to ensure that the posted information is current and accurate.
- Creating new web pages and updating existing ones for the website based on content provided by the Superintendent, Building Principals, or building Publicity persons.
- Working with liaisons per building and/or web subcommittee (subcommittee can be Technology Committee representatives, and representatives from departments or offices such as Superintendent's Office, Business Office, Director of Facilities, Pupil Services, Curriculum, Food Services, Transportation)

Any CCSD employees wishing to publish information on the CCSD website must see Building Principal or supervisor for approval before content is submitted to the Director of Technology for publication.

Press releases and other public relations content will continue to be coordinated by the building publicity person or building administrator's designee. The publicity person is also responsible for coordinating related web content and web pages for each building. Press releases and related web content and web pages are submitted to the Director of Technology by the publicity person and has the approval of the Building Principal.

The Building Principal must approve educational, curriculum-based, or extracurricular web content initiated by a teacher before it is submitted to the Director of Technology for publication.

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Educational, curriculum-based, or extracurricular web content that is initiated by a student must be approved by the teacher and the Building Principal before it is submitted to the Director of Technology for publication.

## **Educational Value**

All District website content and links to external sites will be consistent with District goals to keep the public informed of CCSD activities and support the success of the educational programs. Any links to external websites must include the following disclaimer message indicating that the user is leaving the CCSD website and that the District does not necessarily approve the site:

The documents posted on this server contain hypertext links or pointers to information created and maintained by other public and private organizations. These links and pointers are provided for the user's convenience. The Catskill Central School District does not control or guarantee the accuracy, relevance, timeliness, or completeness of this outside information. Further, the inclusion of links or pointers to particular items in hypertext is not intended to reflect their importance, nor is it intended to endorse any views expressed, or products or services offered, on these outside sites, or the organizations sponsoring the sites.

## Teacher Web Pages

The District website will link to teacher-developed websites provided that the teacher's website meets the publishing requirements set forth in this regulation and the Internet Safety Policy 4526.3. Teachers should request a link from the Director of Technology and see their Building Principal for approval before it is submitted to the Director of Technology for publication.

The District encourages the publication of web pages within the District's website related to curriculum and informational materials. The District will not link to or publish individual teacher sites that do not directly support established CCSD curriculum and programs.

## Student Web Pages

The District website will publish web pages of student or class projects or link to websites created by students as part of a class activity. Material presented on a student class activity web page must meet the educational objectives of the class activity and be approved by the teacher. All content must be kept current.

It will not be considered a violation of a student's free speech to require removal of material that does not meet the educational objectives or that is in violation of the Information Technology Use Regulation (4526.1-R), and the Internet Safety Policy (4526.3) or this regulation.

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Student web pages must include the following disclaimer: “This is a student web page. Opinions expressed on this page shall not be attributed to the District.” Student web pages will be removed or “unlinked” at the end of the school year unless other arrangements are made.

Teachers should request a link for student pages from the Director of Technology for publication and see building principal for approval before it is submitted to the Director of Technology for publication.

## Extracurricular Organization Web Pages

Extracurricular organizations may publish web pages on the District website or may be linked to the District website seeing their activity advisor/coach and the Building Principal for approval and submitting it to the Director of Technology for publication. Material presented on the organization web pages must relate specifically to organization activities. All content must be kept current.

Extracurricular web pages must display the following disclaimer: “This is a student extracurricular organization web page. Opinions expressed on this page shall not be attributed to the District.”

## **Privacy and Safety**

At no time shall any student’s personal information (home address, e-mail address, phone numbers, names of family members and friends) appear on the District’s website or linked sites.

At no time shall any teacher’s or other staff member’s personal information (home address, e-mail address, phone numbers, names of family members and friends) appear on the District’s website or linked sites without the permission of the individual.

## Information on Adults

Information on adults which is widely held to be public information (such as the names of members of the Board of Education and district offices) may be published on the website as needed. Information on adults, which is not public information, may be published ONLY with the express permission of the individual.

## Information on Minors between the Ages of 13 and 18

Limited information on minors between the ages of 13 and 18 (such as their first names and photographs) may be published on the website ONLY with the express WRITTEN permission of the minor’s custodial parent or guardian. Students must complete the Parental Permission Authorization for Website Publishing of Student Work or Photograph(s) & Parental Permission Authorization for Media Release, Form #4526.2 E.2.

The school must keep a copy of the completed parental permission form and send the original to the Director of Technology for publication along with the material being submitted.

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## Information on Minors Younger Than 13

NO information on minors younger than 13, which could be used to identify any particular individual, is to be published on the District website or any site to which the District website links. Forbidden content includes names (first and/or last) and identifiable photographs (i.e., photographs with names).

## Publishing Photographs

Group and individual photographs may be published on the District website or linked websites as long as no minor younger than 13 can be specifically identified in the photograph; that is, no names may be used to identify students younger than 13. In any event, prior WRITTEN permission must be obtained from the minor's custodial parent or guardian and they are to be informed that permission is being obtained so that the photographs may be published on the website. Students must complete the Parental Permission Authorization for Website Publishing of Student Work or Photograph(s) & Parental Permission Authorization for Media Release, Form #4526.2 E.2.

If any parent or guardian revokes permission after the photographs have been published on the website, any photographs in which that child was included will be removed from the website.

## **Copyright**

All students, staff and extracurricular organizations are directed to adhere carefully to all copyright laws and District policies and regulations regarding copyright protection. Web page authors are cautioned that material that may be copied legally under the "fair use" provision of copyright law may be viewed as a public performance when published on a web page.

## **Commercial Sites and Services**

The official District website is hosted by Verio and is located at this Internet URL: [www.catskillcsd.org](http://www.catskillcsd.org). All other websites that purport to represent the District do so without the District's knowledge or permission and are not authorized by the Catskill Central School District. The superintendent must approve sites created by commercial sites in the name of the District in order to be authorized by the District.

## **Unacceptable Content**

Web content and web page developers will adhere to all provisions of this policy, its related regulation and the Information Technology Use Regulation (4526.1-R) and the Internet Computer Policy (4526.3) as regards content acceptability.

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Cross-Ref: 4526.1 R Information Technology Use Regulation  
4526.3 Internet Safety Policy

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