EAST STROUDSBURG AREA SCHOOL DISTRICT

SECTION: OPERATIONS

TITLE: WEBSITE

ADOPTED: August 19, 2002

REVISED: December 17, 2007
                   December 15, 2014

815.1 WEBSITE ~~POLICY~~

1. Purpose	The availability of Internet access in the East Stroudsburg Area School District ("School District") provides an opportunity for students, employees, and Guests[1] to contribute to the School District and its schools presence on the Internet. The School District's Website, www.esasd.net, provides information to the world about the School District's curriculum, instruction, programs, school-authorized activities, and other general information related to its schools and mission. The Website also offers a portal for parents to access and maintain a record of their child's progress each year, and its links to educational resources on the Internet for students, employees, and Guests to access.

The availability of other Internet websites for the School District to provide information about the School District's curriculum, instruction, programs, school-related and authorized activities, and other general information related to its schools and mission also exist. Examples include but are not limited to: Twitter, Facebook, Pinterest, blogs, wikis, Google Apps, Blackboard and other learning management systems, YouTube, and social bookmarking.

The purpose of this Policy is to provide rules and requirements for the School District's presence on the Internet through its Website, and its schools' Website(s)/webpage(s), and for the placement/use of School District information on other Internet websites. If the School District would not place the information on its own Website it should not be placed ~~it~~ on other websites. |
| 2. Definitions | *Guests* – Guests include, but are not limited to, visitors, workshop attendees, volunteers, adult education staff and students, board members, independent contractors, and School District consultants and vendors.

Objectionable Material - Objectionable Material is defined as material that does not meet the standards for' instructional resources specified in any and all School District policies.

Website – Website includes the School District's Website(s), and/or includes the School District's individual school's Website(s) and/or webpage(s). |

3. Authority	The School District has control over the School District's Website, and the Website(s)s/ and/or webpage(s) of the School District's schools, including its content. The information placed by the School District, and/or its schools, on Internet websites that are not operated by the School District, and/or its schools, belongs to the School District. Only School District authorized individuals may publish to the School District, and its schools' Website(s) and /or webpage(s), and may publish on behalf of the School District, and its schools, on other Internet websites. The School District reserves the right to monitor, edit, or remove any material and established links from the Website(s) and/or webpage(s) at its sole discretion. The School District reserves the right to deny access and to track, log, and search in order to prevent unauthorized, inappropriate or illegal activity. The School District will cooperate to the extent legally required with the Internet service providers, and websites as well as local, state and federal law enforcement officials in any investigation concerning or related to the misuse of the Website, and/or its information.
4. Delegation of Responsibility	The Superintendent is granted the authority and responsibility to create and enforce administrative regulation(s), rules, procedures, guidelines, and forms to accompany this Policy, if needed.
	The Superintendent, and/or designee(s), shall annually notify students, parent(s), employees, and Guests about the School District's Website Policy by publishing the Policy in the student handbook, or in the School District's newsletter, or in posted notices, or on the School District's intranet and/or Internet Website(s), and/or any other relevant methods.
	The Superintendent, and/or designee(s), is responsible for training and retraining students, administrators, employees, and Guests who are responsible for the use, supervision, discipline, investigation, confiscation, searching, and/or other matters involving the School District, and its schools' Website(s) and/or webpage(s), and other School District Internet Website presence. Proper training should include the proper publication of information on the School District and/or its schools' Website(s) and/or webpage(s), the requirements of this Policy, the maintenance of the School District's executed agreements, and the enforcement and interpretation of the School District's Acceptable Use, Website, Copyright, Social Media, and other School District policies.
	The creation of the base structure of School District's Website is provided by the School District's Technology Department. Individuals can create pages within the base structure with appropriate permissions provided by the Technology Department. The creation and maintenance of the content of the webpages of the School District and its schools are provided by a designated person or persons (Web Team Leaders, Teachers) in each school or Department. Creators and content editors of webpages must familiarize themselves with and adhere to School District policies.
	The Director of Technology, and/or designee, will serve as the coordinator to oversee the use of the School District's Website(s) and its schools' Website(s) and/or webpage(s), network, and systems, and will work with other regional or state organizations, as necessary. The Director of Technology is responsible for all Internet hardware, connections, and the

infrastructure support systems.

Student created content for webpages must be supervised by a designated employee advisor and must comply with all aspects of the School District and the school's policies, regulations, rules, procedures, and guidelines. Student organizations that are not officially recognized and do not have employee advisors are not permitted to submit materials for publication on the School District's Website(s) and its schools' Website(s) and/or webpage(s).

Students, employees, and Guests must comply with this Policy, other relevant School District policies, regulations, rules, procedures, and guidelines. They will be held responsible for their conduct and are subject to the consequences provided in the Guidelines section at the end of this Policy.

No other agency, organization, company, or educational institution may maintain a presence on the School District Website, and its schools' Website(s) and/or webpage(s) without the knowledge and approval of the Superintendent and/or Director of Technology. The School District's Website, and its schools' Website(s) and/or webpage(s) are for School District use only, and are not an open forum.

The Director of Technology, and/or designee, along with other administrators, have the authority and responsibility, but not the obligation, to review, approve, post, add, delete, and modify pages to the Website(s) and/or webpage(s), and its schools' Website(s) and/or webpage(s), and to develop administrative guidelines for this Policy.

5. Guidelines

A. **Operation and Management**

The Director of Technology and/or designee is responsible for the operation and management of the design, function, maintenance, use, technical, regulatory, content and compliance aspects of the School District's Website(s) and/or webpage(s), and its schools' Website(s) and/or webpage(s). All personnel and students are responsible for following the Web- site guidelines listed below. Network traffic is monitored to ensure that the service remains available and complies with the law and School District policies. Attempts to upload or change information, or otherwise cause damage to the School District services are strictly prohibited and punishable under applicable laws and policies.

B. **Content Standards**

1. **Access and Publication**

a. The Director of Technology and/or designee shall determine personnel and means for accomplishing these tasks. These personnel shall be trained in the School District Website and webpage policies, regulations, rules, procedures,

and guidelines.

    b. Publishing Website(s) and/or webpage(s) on the School District server(s) is a privilege not a right.

    c. Detailed maps, floor plans, virtual tours, and similar items of the School District buildings may not be published on the School District's and its schools' Website(s) and/or webpage(s).

    b.d.   Website content of the School District's Website and its schools' Website(s) and/or webpage(s) must comply with Web Accessibility laws and standards. See Section G. 12.

2. **Content Accuracy**

All School District personnel must make every effort to ensure that the online content, information, and material are accurate, true, and up-to-date to the best of the ability of the School District. There is no absolute guarantee that the Website and/or webpages content is the most up-to-date version given the rapid changes of information today, and the numerous sources contributing content to the Website and/or webpages. Users are advised to check with the specific building office staff, teacher or administrator for the most up-to-date information and material before relying on it.

3. **Limitation of Liability**

The material and information contained on or obtained from the School District's Web-site(s) and its schools' Website(s) and/or webpage(s) are distributed "as is" and "as available" without warranties of any kind, either expressed or implied. Information contained on the School District's Website(s), and its schools' Website(s) and/or webpage(s), including information obtained from external links, is provided without any representation of any kind as to accuracy or content and should be verified by the user. The School District is not responsible for any special, indirect, incidental or consequential damages or injury (financial or non-financial) that may arise from the reliance on, the use of, or the inability to use, the Website(s) and/or webpage(s) and/or the information and materials contained on the Website(s) and/or webpage(s) whether the information and materials contained on the Web-site(s) are provided by the School District, its schools, or by a third party. Data contained on the Web- site(s) areis subject to change without notice.

4. **Subject Matter**

    a. All subject matter on the School District's and its schools' Website(s) and/or web page(s) must relate to the School District's curriculum, instruction, programs, school-authorized activities, and other general information related to its schools and mission, and must be approved by the School District.

b. The Director of Technology, and/or designee will determine directory structure.

c. Material by individuals and student organizations on webpages must relate to educational thoughts, interests, and activities, must be educational, and is subject to the principal's review. Such webpages do not implicitly or explicitly represent the individual school's or the School District's position, or policy, nor are they endorsed or sanctioned by the individual school or the School District. By posting information on the School District Website(s), and its schools' Website(s) and/or webpage(s), those posting assume responsibility and liability for the content of their pages.

d. Individuals are solely responsible for obtaining appropriate permission to include copyrighted materials or images on their pages; the School District assumes no responsibility for a poster's failure to fulfill this responsibility. Any comments or feedback should be addressed to the poster responsible. Concern about the content of any webpage(s) should be directed to the specific building principal or supervisor.

5. **Links to Content**

a. Any links must relate to professional, non-profit, educational organizations that are appropriate, or they must relate to the School District, or the schools within the School District. No other links may be included on the School District's Website.

b. Web page links may not be made to commercial or political advertising, or to political lobbying, nor may links be made to endorsements or preferential treatment on products, political advertising, or political lobbying. With the approval of the Director of Technology, Principal, and/or Superintendent, links on the Website(s) and/or webpage(s) may connect to educational School District fund raising projects, such as book sales by one of the School District's elementary schools.

c. School District personnel may not use the School District's and/or its schools', Website(s) and/or webpage(s) to provide access to their personal pages on other servers or online services. Neither the School District nor technical services personnel will provide technical support for personal webpages.

d. No link may be made to Objectionable Material.

e. Teachers may cross-link to outside blogs or wikis that are used for classroom instruction, and conform to all parts of this Policy.

f. The School District is not responsible for the content of website(s) and/or

webpage(s) that the School District or its schools link to. Use of that information is voluntary and reliance on that information should only be undertaken after an independent review of its accuracy. References to those website(s) and/or webpage(s) do not constitute or imply an endorsement recommendation by the School District, or its schools.

6. **Quality**

   a. All webpages must be timely, accurate, accessible, well-written, and well presented, this includes being free of spelling and grammatical errors. All content published on the School District's Website(s) and/or webpage(s), and its schools' Website(s) and/or webpage(s) must meet standards of spelling, grammar, adequate research, or other qualitative measures.

   b. Documents may not contain any obvious or hidden Objectionable Material or link to such Objectionable Material.

   c. The judgment of the Director of Technology, and/or designee, building principal or School District administration will prevail when questions of quality or propriety of Website and/or webpage material, appearance or content are asked.

C. **Ownership and Retention of Content**

   1. Content Created by School District Students and Employees

      a. The School District Website(s) and/or webpage(s), and its schools' Website(s) and/or webpage(s), their content and all webpages created by students, employees, and Guests are the property of the School District, shall remain the property of the School District and may not be sold, transferred, licensed, leased, or otherwise distributed without the Director of Technology, and/or designee's, approval.

      b. All School District personnel must warrant to the School District that they secured the necessary consents, releases and/or licenses, or copyright exception, for the use of content, including text, graphics, pictures, audio, sound, music, characters, video, logos, trademarks, and the rights for copy distribution, display, performance over the Internet, and creation of derivative works. Unless there is a clear statement that the content on the Internet is in the public domain and available for free use, assume it is copyrighted.

      c. A copyright notice must be placed on all copyrightable, intellectual and artistic publications placed on the School District Website(s) and/or webpage(s) and its schools' Website(s) and/or webpage(s).

2. Content Created by Third Parties

   a. The School District is in no way responsible for the accuracy, truth, completeness and timeliness of the information whose intellectual property belongs to or is supplied by third parties.

   b. The School District is not directly or indirectly liable for any damage or injury (financial or non-financial) caused to anyone due to his/her reliance on third party information. If such information is supplied by someone else (such as name, address, phone number and other information), it will be subject to privacy law and regulations and will not be disclosed to any unauthorized party without the consent of the individual concerned.

D. **Software and Cloud Services**

   1. Students and employees are prohibited from downloading, duplicating and/or distributing the software and custom code (source code and object code), including any derivations or modifications or from using it for any purpose without the consent of the Director of Technology, and/or designee. Webpages may not be deleted when a student, employee, or Guest leaves the School District unless prior arrangements have been made with the Director of Technology, and/or designee. Service calls must be entered to have any webpage restored or deleted, and may only be done by the Technology Department. Service calls must contain the exact location of the page and a valid reason for removal.

   2. The hosted website service will maintain a backup copy of the School District's Website(s) and/or webpage(s), and its schools' Website(s) and/or webpage(s) that include both the object code and source code versions, and at least one copy of all specifications and documentations of the Website.

   3. The use of cloud services must be approved by the Director of Technology, and is subject to the School District' Cloud Policy.

E. **Student Safeguards-Privacy and Security**

   1. Student's photographs and names posted on webpages must comply with the School District's Acceptable Use Policy, and consent form for School District Websites.

   2. Documents placed on the School District's and its schools' Website(s) and/or webpage(s) may not include a student's phone numbers, home address, name or other family members. and other protected personally identifiable, confidential, and sensitive information.

   3. Web page documents may not include any information that indicates the

physical location of a student at a given time, other than participation in School District activities.

4. The School District, its employees, Guests, and students must not place a student's photograph, video, or other image on the School District's Website unless a parent/guardian grants written permission on and completes a School District Acceptable Use and Social Media Policy consent form. Permission is provided for images in the section labeled District Websites.

5. Submissions of student work, including but not limited to, quotes, written material, graphics and artwork for publication on any Website(s) and/or webpage(s) must abide by the School District's relevant policies, regulations, rules, procedures, and guidelines.

6. No directory information, as defined by the Family Educational Rights and Privacy Act, may be posted on the Website(s) and/or webpage(s) for students whose parents/guardians have not provided written consent. The School District may not sell the personally identifiable information, confidential, and/or sensitive information of its student, employees, and Guests.

7. Posted student work must relate to class projects, course or other school-related information activity and any posting is subject to copyright and student records legal requirements.

F. **School Board Policies**

All information on the School District's and its schools' server(s) must comply with School Board policies, regulations, rules, procedures, guidelines, apps, website and ISP terms, and local, state and federal laws.   If the Director of Technology has any doubt about compliance with the laws, regulations, rules, and procedures, (s)he must contact the School District's Superintendent and, if appropriate, seek legal advice.

Copies of School Board policies are available on the School District's Website. Persons under the control of the School District who develop or maintain Website and/or webpage documents are responsible for complying with the School District's policies, and the applicable regulations, rules, procedures, guidelines, apps, website and ISP terms, and local, state, and federal laws. 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 the School District's Copyright Policy, no unlawful copies of copyrighted materials may be knowingly produced or transmitted via the School District's equipment, including its web server(s). In all aspects of the use of the Website(s) and/or webpage(s), copyright laws must be followed.

2. Documents created for the Website(s) and/or webpage(s) and linked to School

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District Website(s) and/or webpage(s) must meet the criteria for use in its curriculum, instruction, programs, school-related and authorized activities, and other general information related to its schools and mission, and the Website Accessibility legal and standards requirements.

3. Student information communicated through the School District and its schools' webpages must comply with the School District policies on data privacy and the collection, maintenance and dissemination of student.

4. Any tampering with or misuse of School District and its schools' Website(s) and/or webpage(s), CIS services, or equipment by students, employees, and/or Guests will be considered vandalism and will be handled in accordance with the School District's Acceptable Use Policy, the School District Code of Conduct Policy, and other relevant School District policies, regulations, rules, procedures, guidelines, website and ISP terms, and applicable local, state and federal laws.

5. Linking from the School District and its schools' Website(s) and/or webpage(s), including but not limited to, hyperlinking, framing, and deep linking, may violate the law and may be offensive to the School District and its schools' quality of its Website(s) and/or webpage(s). Any consideration of the use of "frame" technology to connect to external sites must be reviewed considering its legality before establishing such links. Developers may not violate the copyrights, trademarks and the patents of others, and must comply with the School District's Copyright Policy.

G. **Technical Standards**

In the interest of using information technology to communicate clear, efficient, and effective messages, the Website(s) and/or webpage(s) must be maintained with a consistent identity, professional appearance, and for ease of use and maintenance. The following technical standards are established for all School District and its schools' Website(s) and/or webpage(s). Each webpage added to the School District and its schools' Website(s) must contain certain common elements.

1. Employees, students, and Guests, must comply with the School District's policies, as well as other regulations, rules, and procedures that are developed by the Superintendent, and/or his or her designee.

2. The basic School District ~~home page will~~and its schools' Website(s) and/or webpages(s) must have a common architecture as outlined below:

   a. The School District logo

   b. The School District's navigation

     c. A School District Website search

3. Each webpage must contain text navigation that returns the user to appropriate points in the School District and its schools' Website(s) and/or webpage(s). The use of page design "these" which do not provide such redirects is prohibited.

4. The School District may develop additional consistency standards as the need arises.

5. The School District will provide software to access the Website(s) and/or webpage(s).

6. The authorized designee who is publishing and/or supervising content for Website(s) and/or webpage(s) must edit and test the Website(s) and/or webpage(s) for accuracy of links, and check for conformance with standards outlined in this Policy, and other relevant School District policies. In addition, the contributor ~~will~~must assume responsibility for ~~updating~~having the links updated as needed.

7. All web pages must be given names that clearly identify the webpages. The names of all documents shall coincide with current School District naming practices and structures.

8. Webpages may not contain links to other webpages that are not yet completed. Incomplete pages may not be made "live" until they are accurately completed and comply with the School District's policies, regulations, rules, procedures, guidelines, website and ISP terms, and local, state, and federal laws~~-~~.

9. All graphics should be in GIF or JPEG format, or other formats compatible with the School District's software.

10. Web pages may not contain any student e-mail address links.

11. All School District and its schools' Website(s) and/or webpage(s) publications ~~will~~must reside solely on the School District's network server. All webpages ~~shall~~must be linked to other School District webpages in relation to their current location on the server(s). All web pages for the School District and its schools' Website(s) must be located on the School District's hosted web services server.

12. The School District Website and its schools Website(s) and/or ~~W~~webpage(s) ~~should~~must be designed with everyone in mind, including people with physical, sensory, cognitive, emotional, and psychological abilities that exist

in a wide, diverse spectrum.no or low vision, deafness, learning disabilities or color blindness. Be considerate of all users, including those using assistive technologies. Remember that some users can access the Website(s)/webpage(s) using assistive technologies like screen readers or Braille readers for the blind.The School District must seek ways to include users in the design thinking, frameworks, and methodologies. As well, the School District understands that accessibility and usability are not milestones or tasks to complete a project, rather, they are continually integrated into each step of the website development process in order to build a stronger experience for users.

The School District's approach to providing inclusive access is guided by the Web Content Accessibility Guidelines (WCAG 2.0 Level AA). Website and web-based applications must either conform to WCAG 2.0 Level AA or their content and functionality must be made available to users in an equally elective and accessible alternative manner, subject to the requirements and exceptions of the applicable laws.

Given the rapid change in technology, some of the technical standards outlined in this policy may require change throughout the year. The Director of Technology and /or designee, will make changes with the approval of the Superintendent, as needed. This Website Policy will be updated on an as need basis.

H. **Disciplinary Consequences**

Failure to follow the policies may result in the loss of authoring privileges and other disciplinary actions provided in the School District's relevant policies, including but not limited to, oral and/or written reprimands, suspensions with or without pay, and dismissal, on a case-by-case basis. In addition, the School District will cooperate to the extent legally required with the Internet service providers, as well as local, state, and federal law enforcement officials. Disciplinary consequences shall be in accordance with the School District's policies, regulations, rules, procedures, and guidelines, including but not limited to the Student Discipline, Acceptable Use, Bullying/Cyberbullying, Harassment, Social Media, Cloud Services and other policies.

Violations of this Policy should be reported to the Superintendent.

References:
Bullying Act – 24 P.S. § 13-1303.1-A
School Code – 24 P.S. § 510
Pennsylvania *Child Internet Protection Act* – 24 P.S. § 4601 et seq.
Wiretapping and Electronic Surveillance Act – 18 Pa. C.S.A. § 5703
Children's Online Privacy Protection Act – 15 U.S.C. §§ 6501 et seq.
Copyright Act – 17 U.S.C. § 101 et seq.
Department of Justice, U.S. Department of Education, and Office of Civil Rights guidance pertaining to school district, state and local government websites

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Digital Millennium Copyright Act – 17 U.S.C. § 512, 17 U.S.C. §§ 1201 – 1205.
Electronic Communications Privacy Act – 18 U.S.C. § 2510 et seq.
Family Educational Rights and Privacy Act – 20 U.S.C. § 1232g; 34 C.F.R. Part 99
Federal *Children's Internet Protection Act* - 47 U.S.C. § 254
Section 504 of the Rehabilitation Act of 1973, 29 U.S.C. Section 794, 34 C.F.R. Part 104
Section 508 of the Rehabilitation Act of 1973, 29 U.S.C. Section 794d
Title II of the American with Disabilities Act 42 U.S.C. Section 12131 et seq., 28 C.F.R. Part 35
W3C WAI's Web Content Accessibility Guidelines (WCAG) 2.0 Level AA, or if applicable an updated version

East Stroudsburg Area School District
School Board Policies~~,~~
Administrative Regulations, Rules, and Procedures

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