**WEB PAGE DEVELOPMENT** *Policy Code:* **3227/7322**

Consistent with policy 3225/4312/7320, Technology Acceptable Use, and in an effort to further the school’s objectives, the board encourages the use of the Internet as a means of providing accessible, accurate, and timely information for employees, scholars, parents, and others in the larger community. The Internet affords the school the opportunity to communicate with its communities by posting pertinent school information online. The school has established its official website online at https://www.neregionalschool.org/. In addition to this website, departments may create school-related websites. This policy provides the standards that must be followed for development of all school-related websites. Failure to comply with this policy may result in the removal of a web page or website from the Internet.

1. **System-Related Website**

A “school-related website” is any Internet website that is established in one of the following ways:

1. by school employees or scholars on behalf of the school;
2. by any school-sponsored club or organization; or
3. by scholars as part of an educational assignment.

Only those websites that are created pursuant to this policy are considered school-related websites. The board does not endorse and is not responsible for websites created by employees, scholars, or others outside of the standards and guidelines of this policy. Scholars or employees who create personal websites that result in a substantial and material disruption to the school environment may be subject to disciplinary action.

1. **Standards for Web Page Development**
2. Non-Public or Closed Forums for Expression

All school-related websites are “non-public” or “closed” forums for expression. This means that the school has control over information on such websites and is not required to allow scholars, teachers, or others to place material on school-related websites. The purpose of school-related websites is to disseminate curriculum-related information; to present the public with information about the school and its programs; and to provide the community with each department’s mission, contact information, activities, organizational format, and instructional program. School-related websites are analogous to newsletters from the administration. School-related websites are not analogous to a scholar newspaper or a non-school publication.

1. Administration and Editorial Control

All employees responsible for creating, developing, maintaining, editing, or approving a school-related website shall act legally, responsibly, and ethically in providing educational resources and information to support the mission and curriculum of the school. Such persons shall abide by the generally accepted rules of website etiquette, board policy, and regulations established by the executive director.

1. Executive Director Final Authority

The executive director may delegate authority to place Information on a school-related website; however, the executive director has the final authority to approve or disapprove any information in whatever form on any such school-related websites.

1. School Official Website

The principal or designee has editorial control and responsibility for the content of the school official website. The principal shall appoint a staff member to serve as the web manager/editor of the school website.

1. Teacher and Scholar Websites

Each teacher has editorial control over and responsibility for the content of his or her official website and for the content of his or her scholars’ authorized websites, subject to review by the principal and the board. With the knowledge and written consent of a scholar’s parent or guardian, a teacher may allow a scholar to create a website within or linked from a school’s or teacher’s website only for the following instructional purposes: (1) to teach a scholar how to create or maintain a website or (2) to facilitate a scholar’s work on school assignments or research projects. No scholar pages may be posted or made accessible to the general public until approved by the principal or designee.

1. Personal Websites

The school is not responsible for personal websites or web pages created or maintained by scholars, employees, parents, groups, or organizations. Personal websites or web pages are not considered school-related websites or web pages and are not covered by the provisions of this policy. (For further information regarding personal websites, see policy 7335, Employee Use of Social Media, and Section F of policy 3225/4312/7320, Technology Responsible Use.)

The executive director may use any means available to request the removal of personal websites or web pages that substantially disrupt the school environment or that utilize the school name, logos, or trademarks without permission.

1. Website Appearance and Evaluation

Web page content must be kept current and be maintained regularly. All school-related websites must include the name of the web page author, the date produced or revised, and the e-mail address of the author. The principal or designee must regularly review, proof, and evaluate all school-related websites.

1. Copyright Laws

No information or graphics may be posted on websites in violation of any copyright laws or policy 3230/7330, Copyright Compliance. Copyright permission must be obtained for the use of any copyrighted material unless use is permitted as “fair use” under federal law. The principal or designee is responsible for maintaining copies of permission granted for the use of copyrighted material.

1. Links
2. Internal Links

Each page of a school-related website must include a reference and hyperlink to the school official website home page. In addition, all school-related websites must include a link to this policy and to policy 3225/4312/7320, Technology Acceptable Use.

1. External Links

The executive director and designee have editorial control over and responsibility for the linking of a school-related website to other sites on the Internet that are appropriate to the mission of the school. Links to external sites (including externally hosted teacher classroom sites) must be approved by the principal. If required, web managers must obtain permission from external websites before links are established from any school-related website to external websites. To the extent possible, school personnel shall determine the extent to which a secondary site is linked to other sites on the Internet and whether such sites are appropriate for access through the school website. Web managers shall periodically check external links for accuracy and appropriateness of content. School employees must report any inappropriate links to the web manager.

Since the school cannot control the content of other sites on the Internet and their linkages, the following disclaimer statement must be inserted in a prominent position on the official school website and on other school-related websites that contain links to other websites or web pages that are not school-related websites:

The school retains control over what links will be placed on school-related websites; however, the linked sites themselves are not under the control of the school, its agents, or its employees. The school is not responsible for the contents of any linked site, any link contained in a linked site, or any changes or updates to such sites. The school provides links as a convenience, and the inclusion of any link does not imply endorsement of the site by the school. The school reserves the right to remove or restrict any links.

1. Links to Personal Pages

The school website or web pages may not contain links to personal web pages of scholars or employees or lists of personal web pages.

1. Behavior Standards

When using the Internet, employees and scholars are responsible for understanding and complying with board policies and administrative regulations, including policy 3225/4312/7320, Technology Acceptable Use; scholar behavior policies in the 4300 series; and policy 7300, Staff Responsibilities.

1. Accessibility of Website

The web manager/editor, in consultation with the technology director, shall ensure that the school website meets required standards to ensure accessibility for persons with disabilities.

# Additional Guidelines for the School Website

In addition to the standards above, the following standards apply to the school website.

1. The content of school web pages must be approved by the principal.
2. The safety of scholars and employees must be considered when constructing school web pages. To protect the safety of scholars and employees, the following precautions must be taken:
3. home addresses or telephone numbers will not be listed;
4. scholar e-mail addresses will not be listed;
5. photographs of scholars and scholar work will be used only with appropriate parental permission and/or as approved for release as directory information under policy 4700, Scholar Records, and will include only the scholar’s first name, with no other information about the scholar.

The principal or designee is responsible for maintaining records of permission granted for the release of information. The principal should implement other safety precautions, as necessary, to be followed when constructing web pages.

1. To protect a scholar’s rights in his or her intellectual property, if the school or teacher publishes a scholar’s work, a disclaimer should be provided indicating the terms of redistribution or reuse.
2. Contact information and other general information about the school must appear on the school website, including the school’s name, phone number, fax number, grade levels, and address, the principal’s name, and the e-mail addresses of the school administrative team.
3. Graphics used on the school website must be appropriate to the school and should be of a size that will download quickly into a web browser.
4. The information presented on the school’s web page must be current, accurate, and grammatically correct.
5. The principal or designee must approve all revisions and additions to the school website.

Legal References: U.S. Const. Amend. I; Electronic Communications Privacy Act, 18 U.S.C. 2510-2522; Family Educational Rights and Privacy Act, 20 U.S.C. 1232g; 17 U.S.C. 101 *et seq*.

Cross References: Curriculum and Instructional Guides (policy 3115), Technology in the Educational Program (policy 3220), Technology Responsible Use (policy 3225/4312/7320), Copyright Compliance (policy 3230/7330), Scholar Behavior Policies (4300 series), Scholar Records (policy 4700), Public Records – Retention, Release, and Disposition (policy 5070/7350), Staff Responsibilities (policy 7300), Employee Use of Social Media (policy 7335), Personnel Files (policy 7820)

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