

District schools and departments routinely use web services to conduct business and to share information. With this use comes the responsibility to adopt practices and to deploy resources accordingly. As not all District patrons have access to the web, District schools and departments should provide some alternate means for community members to access important information. The Superintendent and members of the Superintendent's Leadership team will actively promote the use of web services for District operations, teaching and learning.

### **Web Services Defined**

The term web services covers the Bend-La Pine Schools' presence on the private and public internet (i.e., district, department, school site, teacher, student and school organization web pages). This also includes internal web services such as an intranet or other postings commonly accessible within the district but not open to public viewing. Web pages that are on the Bend - La Pine Schools domain (bend.k12.or.us) are subject to the restrictions and guidelines that follow. Instances where employees have web sites that are hosted externally and that communicate employment-related information are subject to this regulation as well.

### **Web Hosting**

The Bend - La Pine Schools web services are in a period of transition. Currently many staff have employment-related web sites or pages hosted externally. Employees producing or displaying employment-related web sites or web pages must have them hosted on the District web servers. These must be migrated to the District web servers by June 30, 2010. After that time, any externally hosted web site or web page is not sponsored by the District and any employee who posts employment-related web sites externally is in violation of this regulation and subject to disciplinary action.

### **Staff Roles and Responsibilities**

- **District Webmaster:** Administers the overall District presence on the web. The District Webmaster coordinates the design, content and maintenance of all web services based on the regulations, standards and guidelines established by the district. The Webmaster assists the school/department web managers with design and content decisions and provides training and technical support. The Webmaster may alter content, or suspend access to content, to preserve consistency with district guidelines.
- **School/department web managers:** Act on behalf of the principal or department manager to produce and post content for school and department web pages. School web managers assist teachers with their web pages and monitor content. The District Webmaster coordinates with web managers and any advisory bodies to provide a current, cohesive and consistent district web presence.
- **School principals and department managers:** Oversee the work of their assigned web managers and monitor content posted on the school or department website.

- **Teachers:** Develop, maintain, and post classroom-related web pages.
- **Other school/department staff and students:** Develop and maintain special-purpose web pages with the permission of the site web manager and school principal or department manager.

### **Identification of District-Sponsored Web Sites**

The following characteristics identify a web site as sponsored by Bend-La Pine Schools:

- All school home pages link back to the Bend-La Pine Schools home page
- The site must include the District name (Bend-La Pine Schools)
- The site must include the name and street address of the school or department
- The site must include the name and contact information of the school or department webmaster, or of the individual staff member for a teacher website, or of the teacher sponsor in the case of student-produced work.

### **Content**

The District, school, and teacher web sites must be for informational and educational uses. No personal or commercial use or political, or religious advocacy is allowed.

Any content hosted on district servers is the property of Bend-La Pine Schools. As such, the district has the right to delete content or rescind user privileges if the content does not comply with District policy, regulations and guidelines.

External sites linked from web sites covered by this regulation must be followed at least two levels deep to assure they are appropriate for student use and that they have clear educational value or direct connection to the work of Bend-La Pine Schools.

### **Content Management**

Web managers must be School District employees within the school or department for which they are providing editorial services. Web managers must be trained and certified by the Technology Support Center.

At the discretion of the school principal or department manager, the web manager coordinates the activity of staff, students or volunteers who wish to develop or edit content to be published. School/department web managers must review and approve any content to be published to the site.

Web managers are responsible for assuring that content:

- complies with District policy, regulations and guidelines for electronic publishing, security and internet privacy
- is up to date and meets the needs of the audience
- is for informational or educational uses
- complies with copyright protection

- meets the tests of appropriateness and decency
- does not alter or bypass the common set of informational, demographic, profile and contact elements provided for each school by the District webmaster

Web managers are responsible for posting information to the school or department web site; permission may be given to individuals in the school or department to maintain and publish classroom or special purpose web pages (content still subject to approval by web manager).

**Note:** School principals and department managers are ultimately responsible for content posted to their web site, so oversight of their assigned web managers is recommended.

### **Department and School Web Pages**

Each Department will post information using a common District template to assure a unified District look. Content templates for departments will be tailored to meet unique needs but will maintain the District “look and feel” and adhere to stylistic standards. Additions or changes to templates will be made through request to the District Webmaster. Similarly, special web pages and data collection tools can be designed to help with content management.

Schools each have a standard home page that contains welcoming, demographic, statistical, and contact information most often sought by the community and by staff and students. These common elements will be in fixed positions; additions or changes to these elements must be submitted to the District Webmaster for approval.

Beyond these required opening pages, schools may elect to add additional information, either by using templates developed by the District Webmaster or by designing and developing their own web pages. Each locally-designed page must include a link to the District home page and/or the school home page.

### **Teacher Web Pages**

The District will provide a mechanism and district storage for teachers to post classroom-related web pages. The content posted on these web pages must be limited to, and relate directly and logically to instruction currently being provided in the teacher’s classroom or upcoming classroom/program activities. Particular attention must be directed toward assuring student privacy and safety. Guidelines for the use of student images and names must be followed.

In some cases, teachers have developed web pages using other web tools and hosting sites. Links from school web pages to these teacher web pages are acceptable until June 30, 2010. By that time, all teacher web pages are to be linked from the school web page and hosted on the Bend-La Pine Schools domain. The content of any teacher web sites or pages that relate to employment responsibilities must be consistent with the published district regulations and guidelines.

### **Student Web Pages**

Students may develop web pages as part of a class activity and under direct supervision of the teacher. Student web pages are the extension of classroom curricular learning and are thus subject to content guidelines and editing by the teacher. The teacher is responsible for requesting district server access, for uploading student web pages to the district server, and for removing these pages at the end of the school year. Student-created web pages must contain a disclaimer

clause that “This is a student web page. Any opinions expressed here shall not be attributed to Bend-La Pine Schools.”

### **School-Related Organization Web Pages**

Web sites and pages sponsored by school-related organizations or interest groups that are not formally part of the Bend - La Pine Schools may not be hosted on the District web domain, even if designed or maintained by a District employee. Such groups might include PTAs or booster clubs. These websites must contain a disclaimer clause that “This is a school-related organization web page and is not sponsored by the Bend - La Pine Schools.

### **Student Safety**

Specific guidelines for the posting of student pictures, names, and work products are detailed in Administrative Regulation EHAC-AR (“Electronic Storage and Publishing on Web and Other Communications Media”).

### **Copyright Protection**

Specific guidelines covering copyright law are detailed in EGAAA-AR (“Guidelines for Use of Copyrighted Materials”).

### **Advertising and Fund Raising**

Financial transactions are not permitted online unless specifically approved by the Superintendent. Advertising and fund raising should be strictly informational in nature. Instructions may be offered as to how such transactions can be carried out. Items advertised should be those produced or routinely sold by the school or school groups (e.g., school insignia items, student store items, services offered as part of the academic program).

Web advertising and fund raising that is directed at an extra-school audience (e.g., wrapping paper, raffles, auctions) should be on a server that is hosted externally (perhaps by school-related organizations). Schools may post a link to such efforts as long as the sponsoring entity is an approved school-related organization (e.g., booster club, PTA, volunteer). Links, click-through ads, banner ads, or sponsorship of similar efforts by commercial entities are prohibited on the Bend - La Pine Schools domain, even if in direct support of District schools.

### **Password Protection (Intranet)**

All material on the District web site will be readily available to the public unless there is a compelling reason to limit access. Private information should be restricted to:

- Information dealing with the management or operation of district technologies or facilities.
- Protection for licensure or proprietary rights.
- Password protected access to services (e.g., login access, online surveys).
- Manuals, floor plans, drawings, maps, specifications, forms, or summary documents that specifically relate to District operations, and internal staff matters.

### **Use of Externally-Hosted Web Pages**

Staff who post information that is directly related to their work assignment or to activities sponsored by the school or District must use district-hosted servers whenever possible and in all cases by July 1, 2010.

### **Requesting District Web Hosting Service**

To request web hosting services, the person responsible for the website will submit the request via a Help Desk ticket.

The request should include the purpose of the website and the contact information of the person responsible for the website. The designated person must be a district employee and will be contacted via email with account, password and web access information. This person is responsible for the security of the site and must perform any uploads to the site. Students and volunteers can develop/maintain web pages, but any uploads to the server must be done by a district employee.

District web hosting service is available for the following websites: teacher classroom, school journalism/yearbook, school club activities, and sports teams. The district server is not to be used for storage purposes; all files on the server must have active links within the web site. File storage will be monitored.

Usage is subject to monitoring. All content on the hosted website must conform to all district policies, regulations and guidelines.

Reviewed: 5.19.09

Approved: 5.19.09