

District staff and students will often be involved in electronic publishing using new technologies for the production and distribution of information. Electronic publishing is the posting of information in electronic form for public retrieval and consumption. The District may also elect to provide information for storage to commercial entities that provide a contracted service to the district (e.g., grade information).

District Sponsorship of Published or Stored Data

Electronic storage and publishing makes it possible for information to be physically stored and later viewed or retrieved from different locations. The sites used for storage of data or electronic files will not always be on School District property and information may be stored on equipment not owned by the School District.

Each school and department will designate an individual authorized to publish (upload) electronic information sponsored by the District. This person will review all information to assure that it is in keeping with legal mandates (e.g., FERPA), ethical guidelines, electronic publishing procedures, and that it is consistent with the District policy on electronic communications.

Data Security

In the event information is being stored externally to take advantage of a hosted service, the commercial entity must provide adequate assurances of confidentiality of that information and evidence that the hosting service has security protections to prevent unauthorized access to the information. Information stored on district storage devices will be password protected and/or protected by other means to assure its security.

Copyrighted Material

All electronic publications must comply with copyright law and must contain only original information and images, or information and images for which permission to republish has been obtained. See Administrative Regulation EGAAA-AR ("Guidelines for Use of Copyrighted Materials").

Permission for Release of Private Information

Information published by electronic means is subject to the same requirements for confidentiality and release of information as that published in more traditional District publications. Information made available to a commercial or private entity must follow all legal dictates for parental release.

See board policy JOA-Directory Information for a definition of student information that may be released. The Student Enrollment Form (GS401) provides a Release Information area for parents to "opt-out" of the release of Directory Information. These Student Enrollment forms are kept on file by the school.

Even when permission to publish pictures or personal information is granted, schools should make certain that the potential benefit of posting this information clearly outweighs the potential

for misuse. Wherever possible, combinations of personal information (e.g., picture, first name, last name) should be avoided.

Rules for publishing staff and student personal information:

- The District e-mail address, voice mail number, school telephone number, and school or Department affiliation of District staff may be published.
- The home address and phone numbers of District staff and students must not be published. The exception to this is publication of this information on a password protected internal intranet available only to employees whose access has been authorized by the District.
- Elementary students – Only first names may be published and only if a parent or guardian has not “opted-out” on Release Information on the Student Enrollment form submitted to the school. Last initial, last name or email address must not be published.
- Middle School students – Only the first name and initial of last name may be published, but only if a parent or guardian has not “opted-out” on Release Information on the Student Enrollment form submitted to the school. Email addresses must not be published.
- High School students – The full name may be published, but only if the individual or, in the case of a minor student, the parent or guardian has not “opted-out” on Release Information on the Student Enrollment form submitted to the school. Email addresses must not be published.

Note: The Student Enrollment Form (GS401) is available at each school site.

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