

# Lakeland Board of Education

Monitoring: <b>Review: Annually, in November</b>	Descriptor Term: <b>School and System Websites</b>	Descriptor Code: <b>4.407</b>	Issued Date: <b>04/14/14</b>
		Rescinds:	Issued:

## 1 CONTENT STANDARDS

2 The Board authorizes the creation of school and/or district web pages on the Internet. Only those web  
3 pages maintained in accordance with Board policy and established procedures shall be recognized as  
4 official representations of the district or individual schools. All information on a school or district web  
5 page must accurately reflect the mission, goals, policies, program, and activities of the school and  
6 district. The web page must have a purpose which falls within at least one of three categories:

- 7 1. Support of curriculum and instruction — intended to provide links to Internet resources for  
8 students, parents, and staff in the district;
- 9 2. Public information —intended to communicate information about the schools and district to  
10 students, staff, parents, community and the world at large; and
- 11 3. District technology support —intended to provide and respond to instructional and  
12 administrative technology needs of students and staff.

13 All material on a school website shall be either original to the school, in the public domain, or posted  
14 with the express permission of its rightful owner. This includes, but is not limited to, text, graphics,  
15 pictures, video, sounds, music, characters, logos, and trademarks. Web page publications shall follow  
16 all applicable copyright laws and guidelines.

17 Websites developed under contract for the school district or within the scope of employment by district  
18 employees are the property of the school district.

## 19 PRIVACY STANDARDS

- 20 1. Because Internet publications are available to the entire world, special care shall be taken to  
21 protect the privacy of students and staff. Web pages may not include personal identifying  
22 information regarding a student<sup>1</sup> such as: telephone numbers, addresses, names of other family  
23 members, names of friends, e-mail addresses, specific location of a student at any given time,  
24 grades or any other academic information. No confidential information shall be published on or  
25 linked to the web site.
- 26 2. Student work may be published on web pages only with written consent of the student's parent/  
27 guardian.
- 28 3. Links to student e-mail accounts are prohibited.
- 29 4. Pictures of students may be included only under the following conditions:<sup>2</sup>

- 1           • Individual student pictures may be published on the web site only with written consent of  
2           the student's parent/guardian or eligible student.
- 3           • Pictures of groups of students involved in a school-related activity may be published  
4           without consent; however, the students shall only be identified by the group name.
- 5           • Students shall not be individually identified in pictures unless there is a special reason for  
6           doing so, such as recognition for receiving an award. In such cases, the student's  
7           parent/guardian or eligible student must give written consent.

## 8    **ADVERTISING/SPONSORSHIPS**

9    Any use of advertising or sponsorships that appears on a school web site must be approved by the  
10   school web administrator, the principal or the superintendent/designee. Guidelines for approval shall  
11   be established by the superintendent/designee and must be consistent with the board's policies and  
12   guidelines used in other school and district publications.

## 13   **ADMINISTRATIVE PROCEDURES**

14   The superintendent shall develop administrative procedures for development of web pages including  
15   content, quality and consistency standards and shall designate an individual(s) to be responsible for  
16   maintaining the official district web page and monitoring all district web page activity. A building  
17   principal shall make such designation for an individual school. Schools or departments who wish to  
18   publish a web page must identify the webmaster's name, e-mail address and phone number on the web  
19   page.

## 20   **CONCERNS/COMPLAINTS**

21   As with any instructional materials or publication used by or representing the school or district, the  
22   building principal or superintendent, respectively, is ultimately responsible for accuracy and  
23   appropriateness of the information made available on the web site. Concern about the content of any  
24   page(s) created by students or staff should be directed to the building principal or the superintendent'  
25   office when related to the district web site. If the concern is not resolved, persons who wish to file a  
26   formal complaint shall submit a written request for reconsideration of instructional material.

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### Legal References

1. 20 U.S.C.A. 1232 g (a)(5)(A)(B)
2. ESEA (20 U.S.C. 7908) Sect. 9528; 10 U.S.C. 503