

## **WEB PUBLISHING: CREATING AND PLACING WEB CONTENT**

The availability of Internet access in the Ludlow Public Schools (a/k/a/ the District) provides an opportunity for students and staff to contribute to the District's presence on the Internet. The District's websites provide information to the world about school curriculum, instruction, school-authorized activities, and other general information relating to our schools and our District's mission. The District provides Internet access and bandwidth for the creation of web content and use of web-based platform(s) to foster learning and collaboration. Creators of web content or users of web-based platforms need to familiarize themselves with and adhere to the following policies and responsibilities. Failure to follow these policies or responsibilities may result in the loss of authoring privileges or other more stringent disciplinary measures.

### **Content Standards**

Any Ludlow Public Schools web-based platform or content is considered official when it is published by the District itself, a school, a department, a teacher or an official administrative unit of the District.

Building and district administrators, with possible input if needed from the Department of Technology and/or approval of the Superintendent, are responsible for web-based platform use and review.

### **Subject Matter**

All subject matter or content on web-based platforms should relate to the school District, a school within the District, curriculum, instruction, school-authorized activities, or general information that is appropriate and of interest to others. Therefore, neither staff nor students may publish personal home pages as part of the District websites, or home pages for other individuals or organizations not directly affiliated with the District. Staff or student work may be published only as it relates to a class project, course, or other school-related activity.

### **Quality**

Documents may not contain objectionable material or point (link) directly to objectionable material. Objectionable material is defined as material that does not meet the standards for instructional resources specified in District policies. Regarding the question of quality or propriety of web-based material, appearance or content, the judgment of the building or District administrators will prevail.

### **Ownership, Retention, and Copyright**

All web-based content on the District's server(s) or on District hosted resources are the property of the Ludlow Public Schools District. Links to approved content owned by others shall be appropriately cited. Creation of web content and use of web-based

platforms using District equipment, District Internet access, or District facilities or resources must adhere to the standards contained within this policy. Digital portfolios will be deleted when a student graduates or moves unless prior arrangements have been made with the Director of Technology.

Copyright law and district policy do not allow the re-publishing of text or graphics found on the web on district websites or file servers without explicit written permission.

1. For each re-publishing (on a web site or file server) of a graphic or a text file that was produced externally, there must be a notice at the bottom of the page crediting the original producer and noting how and when permission was granted. In many cases, that notice should also include the URL (web address) of the original source.
2. Students and staff engaged in producing web-based content must provide the supervising teacher (for students) or principal (for staff) with e-mail or hard copy permissions to file before the web-based content is actually published. (See form entitled Copyright Permission Letter.) In the case of "public domain" documents, printed evidence must be provided to document the status of the materials.
3. The failure of a site to display a copyright notice may not be interpreted as permission to copy the materials. Only the copyright owner may provide the permission. If the materials have been improperly and illegally displayed by a web site, the manager of that web site may not be considered a source of permission.
4. Parents of minors must give written notification to the principal to withdraw their permission to publish student work, photos, images, and/or names. (See Student Safeguards below.)

### **Student Safeguards**

- Decisions on publishing student pictures (video or still) and audio clips are based on the supervising teacher's judgment. The teacher must first check with the school or the District office to determine if the student's parents/guardians have objected to such publication through the written notification process contained in the District's Technology Acceptable Use Policy. Teachers will notify the building principal of any active web content and provide membership and links to that space. Building Principals (or designee) will periodically monitor such spaces as they would any classroom environment. At the request of a parent or guardian, the District will remove any photo that includes his/her child.

- Web-based content or platforms may include only the first name and the initial of the student's last name unless otherwise published in the public domain.
- Web-based content or platforms may not include a student's phone number, cell number address, e-mail address, names of other family members, or names of friends.
- Published e-mail addresses are restricted to staff members or to a general group e-mail address where arriving e-mail is forwarded to a staff member.
- Web-based content or platforms may not include any information that indicates the physical location of a student at a given time, but school name, grade and teacher's name are allowed

### **School Committee Policies**

All documents on the District server(s) or on District hosted resources must conform to School Committee policies and regulations as well as established school guidelines. Persons developing or maintaining web documents and/or using District resources to do so are responsible for complying with these and other policies. Some of the relevant issues and related School Committee policies include the following:

- Electronic transmission of materials is a form of copying. As specified in District policy, no unlawful copies of copyrighted materials may be knowingly produced or transmitted via the District's equipment, including District sanctioned web-based resources.
- Documents created for the web and linked to District web-based content or platforms will meet the criteria for use as an instructional resource.
- Any links to District web-based content or platforms that are not specifically curriculum-related will meet the criteria established in the District Technology Acceptable Use Policy (AUP). Any other non-curricular materials should be limited to information about other youth activities, agencies, or organizations which are known to be non-sectarian, exclusively devoted to community interests or child welfare, are non-profit, and non-discriminatory. Web-based content or platform links may not include entities whose primary purpose is commercial or political advertising, unless the nature of such sites is itself a curricular topic being researched.
- All communications via the District web-based content or platforms using District resources will comply with the District Technology Acceptable Use Policy (AUP) and other District or school codes, regulations, or procedures. Some offensive behaviors that are expressly prohibited by this policy include

religious, racial, and harassment (sexual or otherwise), cyber-bullying and/or violence.

- Any student information communicated via the District web-based content or platforms or using District resources will comply with District policies.
- Any deliberate tampering with or misuse of District network services or equipment will be handled in accordance with the District Technology Acceptable Use Policy (AUP), District conduct policies and regulations, and other related rules, codes, or policies, as well as applicable local, state, and federal laws.

### **Technical Standards & Consistency**

Any main or default pages will contain:

- The following Disclaimer or a link to the following Disclaimer:

Web publishing guidelines are in place to assure all information contained here is accurate and appropriate. However, because of the constantly changing nature of the Internet, the District cannot control information at sites for which it has provided links. Material on web-based content or platforms that reflect an individual's thoughts, interests, and activities do not in any way represent, are not endorsed, and are not sanctioned by individual schools or the district. The District will take appropriate action to correct any inaccuracies or materials that do not comply with the guidelines set forth by the Ludlow School Committee Policy Handbook.

Anyone who accesses information on District servers or on District hosted resources consents to monitoring of the use by system, security or law enforcement personnel.

All materials available from District servers or on District hosted resources may be protected under the U.S. and Foreign Copyright Laws. Permission to reproduce may be required. The Ludlow Public Schools District retains all rights to the information housed on district servers or on District hosted resources, including, but not limited to, the right of distribution.

- A link to contact web author(s). (Exceptions hereto are contained within this policy.)

All web-based content or platforms must conform as follows:

- All web-based content or platforms must be submitted to the supervising teacher for review prior to their placement on the District server(s) or on District sanctioned hosted resources.

- No computers other than the assigned building web servers (if any) shall be configured as web/FTP servers without permission of the network administrator.
- The authorized teacher who is publishing the final web-based content or platform for herself or himself, or for a student, will check the web-based content or platform for conformance with standards outlined in this policy.
- Final decisions regarding access to active web-based platform(s) or contents for editing content or organization will rest with the supervising teacher or building principal.

### **Advertising**

No commercial banners or logos will be hosted on District web server(s) or on District hosted resources unless it is for educational purposes and approved by a District administrator. The focus of all District hosted or web-based content or platforms will be for educational purposes and not to promote commercial enterprises. Web-based content or platforms housed on District server(s) or on District hosted resources whose primary audience is students will be free from commercial advertising unless they are used for direct instruction and are approved by a District administrator. Non-District web sites that are linked to District web-based content or platforms may contain advertising if the instructional advantages prevail. The Superintendent or designee will determine final judgment of approved District links to commercial web-based content or platforms.

### **Maintenance**

Web authors and Web administrators will:

- Periodically check web-based content or platforms and links to make sure they are working and meet district guidelines.
- Edit, remove, or archive outdated web content on static web pages a minimum of once per year, or more frequently if required.
- Respond to web visitor feedback in a timely manner.

### **Adherence to School Committee Policies**

All documents on District server(s) or web-based platforms must conform to Ludlow School Committee Policies and regulations and established school guidelines. Copies of School Committee Policies are available in all school offices. Persons developing or maintaining web-based documents are responsible for understanding and complying with these policies and District web authoring guidelines.

### **Websites, not Hosted on District Server(s)**

The Internet provides an avenue for students, staff, and the public to express their opinions on the Internet. The District will not infringe upon personal free speech or expression of said persons, as defined by State and Federal laws. However, the District reserves the right to pursue disciplinary or legal action against individuals who break said laws. Websites not hosted on District servers with content that is or implies official affiliation with the District, are subject to District review and/or approval.

### **Other**

- Concern about any web-based content or platforms created by students or staff should be directed to the building principal of that school.
- Given the rapid change in technology, some of the standards outlined in this policy may require change throughout the year. The Superintendent or (designee) will make such temporary changes until such time (at least once annually) as the Ludlow School Committee officially acts upon the executive policy revisions. All temporary changes will be immediately reported to the Ludlow School Committee.
- The District will develop additional consistency standards as the need arises.

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