

 Meadows Arts and Technology Elementary School	<b>Web Site Policy</b>	
	<b>Last Reviewed/Revised:</b> 05/09/2016 reviewed	<b>Effective Date:</b> 09/21/2009
<b>Reference Number:</b> BO-WSP-05092016	<b>Original Author:</b> MATES Board	<b>Policy Status:</b> <b>ACTIVE</b>

**PURPOSE:**

The Board of Directors (“Board”) of Meadows Arts and Technology Elementary School (“MATES”) recognizes the need to provide clear and effective communication with students, parents/guardians, staff, and community members and to provide a vehicle to market the programs, capabilities and achievements of the school. In the pursuit of this goal, the Board encourages the development and ongoing maintenance of a school web site. The web site shall be aligned with MATES’ plans for communications and media relations.

**SCOPE:**

This policy applies to all Board members, MATES personnel and individuals tasked with defined web site responsibilities.

**GENERAL POLICY STATEMENT:**

MATES shall establish web site guidelines that shall be consistent with law, Board policy, and administrative regulation.

**POLICY DETAILS:**

1. Web Site Objectives and Structure

- 1.1. The MATES web site supports the instructional, administrative and public relations activities of MATES by publishing information, providing teaching and learning resources, and facilitating communication within the community of students, parents, teachers, and administrators, and with the outside world.
- 1.2. Most areas of the MATES web site will be viewable by the general public. No password is required. The site is managed by the designated MATES personnel who ensure the accuracy of web site content, compliance with copyright and other legal guidelines, protection of the privacy of students and their families, and maintenance of the design and technical health of the site. Certain content of the web site may be provided and maintained by other school employees who assume responsibility for its accuracy and timeliness. Examples of this are information about admission, academic programs, summer programs, and certain news and calendar information. It is MATES policy not to publish identifiable images, names, and contact information of students on the web site unless stipulated by other sections of this policy.
- 1.3. Certain web pages on the MATES web site may be viewable only with an authenticated login ID and password. Login IDs will be provided only to individuals with a need for access to the protected material. Login IDs must be strictly controlled and recorded by the MATES Administration.
  - 1.3.1. Login required web pages may contain student work, images of members of the community, full names, contact information, and other such information that is a necessary component of the information displayed.

## 2. Content

- 2.1. MATES web site content guidelines shall be consistent with law, Board policy, and administrative regulation.
- 2.2. The MATES web site shall provide current and useful information regarding school programs, activities and operations. Such information shall be appropriate for both internal and external audiences.
- 2.3. The content of the web site may include, but not be limited to, school news, school mission and goals, agendas and minutes of Board meetings, policy information, messages from the Board or administrators, information about curriculum and instruction, school calendars, student projects, school clubs and activities, driving directions and maps, school handbook, parent conferences, educational resources, links to other educational sites and contacts for further information.
- 2.4. The MATES web site shall not include content that is obscene, libelous, or slanderous, or which creates a clear and present danger of inciting students to commit unlawful acts, violate school rules, or substantially disrupt the school's orderly operation.
- 2.5. Students and staff members should regard the MATES web site as classroom space. Expression inappropriate for the classroom is inappropriate for school blogs, wikis, web sites, emails, or any other electronically networked media. All individuals are expected to conduct themselves in a manner of a representative of the school.
- 2.6. The provider of content will ensure that copyright laws are not violated in the use of material on the MATES web site.
  - 2.6.1. If any copyrighted material is posted on the school web site, the web site shall include a notice crediting the original producer of the material and noting how and when permission to reprint the material was granted.
- 2.7. Any links to external web sites shall support the educational mission.
- 2.8. Students, staff or other individuals may not use school web sites to provide access to their personal web pages or online services.
- 2.9. Student work may be published on the web site provided that the student's parent/guardian provides written permission or the work is part of an existing publication such as a newspaper or school newsletter.
- 2.10. Unless approved by the Board, the advertising or direct sale of non-school related goods and services is prohibited on all sections of the MATES Web site. This also applies to web pages that are hosted by the school's site.
- 2.11. MATES reserves the right to remove or disable access to material that violates its web site policies. However, MATES does not assume any responsibility or liability for content provided by others, including content provided by faculty, staff, and students on their own personal Web pages, nor does MATES assume any liability or responsibility for failure to enforce its acceptable use standards as set forth herein.

## 3. Content Submission Rights and Process

- 3.1. Unless the individual has been provided with access and pre-approval for posting content in a specific area, all requests for changes to the web site should be submitted in writing to the Web Coordinator or other designated individual. Such postings are at the discretion of the Coordinator, Executive Director or Board.
- 3.2. Class pages may be created for faculty members. They may use their pages to post homework assignments, syllabi, class resources, photos, and other information for their classes.

4. Website Style Specifications
  - 4.1. All pages on the Website must comply with the brand policy defined by MATES.
5. Privacy Rights
  - 5.1. The Executive Director, Web Coordinator or designees shall ensure that web site content protects the privacy rights of students, parents/guardians, staff, Board members, and other individuals.
  - 5.2. Any student and parent/guardian information that could be used by unauthorized individuals; including but not limited to phone numbers, home addresses, and email addresses; shall not be published on a school web page with the following exception:
    - 5.2.1. Parents who wish to post personal information on a MATES approved web page announcement may do so if the request, including approval for personal information release, follows defined content approval procedures.
  - 5.3. Because of the wide accessibility of the Internet and potential risk to students, photograph(s) of a student shall not be published with his/her name or other personally identifiable information without the prior written consent of the student's parent/guardian. The use of students' last names is discouraged. Photographs of groups of students, such as at a school event, may be published provided that students' names are not included.
  - 5.4. Home addresses or telephone numbers of staff members shall not be posted.
  - 5.5. The school web site shall not post the home address or telephone number of any elected or appointed official including, but not limited to, a Board member or public safety official, without the prior written permission of that individual.
6. Roles and Responsibilities
  - 6.1. The Executive Director shall identify a Web Coordinator and establish a web content approval process. Regardless of the identification of a Web Coordinator and/or other individuals with Web Site responsibilities, the Executive Director shall be ultimately responsible for ensuring the web site adhere to defined guidelines and policies.
  - 6.2. The Web Coordinator is charged with regularly reviewing the school's Web pages to ensure that the information presented is accurate, consistent, and up-to-date, and that design elements are uniform. In addition, the Web Coordinator serves as the contact for any "visitors" who have questions about the site. The Web Coordinator may work with a website development company under contract with MATES.
  - 6.3. The Executive Director may designate individuals in each school functional department who shall be responsible for the content of their respective area pages of the web site, pending adherence to the defined content approval process.
  - 6.4. Departmental designees, if defined, shall review all content for their areas before publication, may be tasked with uploading content to the web server, regularly check links for accuracy and appropriateness, keep the web server free of outdated or unused files, and provide technical assistance as needed to school Web Coordinator.
  - 6.5. The Web Coordinator maintains direct contact with designated departmental contacts, as identified by the Executive Director, in each functional area of the school to ensure that the needs of their constituencies are being recognized and carried out. The Web Coordinator assists with the creation, publishing, maintenance and updating of an area's Web page(s). However, each area is responsible for reviewing its section of the site for currency of information and conformity with style regulations. Faculty and staff should direct comments,

concerns, questions, suggestions, and requests concerning the site to their area's web designee.

7. Security

7.1. The web site host server shall have security procedures that prohibit unauthorized persons from accessing system-level controls or making changes to web site content.

**NON-COMPLIANCE TO POLICY:**

Violations of this policy may result in the employee being subject to disciplinary action in accordance with Board disciplinary policy and administrative regulations.

**GOVERNANCE:**

The Executive Director will own primary responsibility for monitoring adherence to the policy. The Board is responsible for reporting to the Executive Director any identified breaches of this policy.

**REVIEW CYCLE:**

The MATES Board will be responsible for reviewing the policy on a bi-annual basis or more frequently as required.

**REVISION HISTORY:**

<b><u>Policy Version:</u></b>	<b><u>Effective Date:</u></b>	<b><u>Revision:</u></b>
BO-WSP-09212009	9/21/2009	Original Version
BO-WSP-03152010	3/15/2010	Modify Review Cycle section to modify cycle from bi-annual to every two years.
BO-WSP-06112012	6/11/2012	Reviewed and modified in accordance with review every two years requirement. Removed section 3.3 – Photographs to be changed on regular basis.
BO-WSP-05052014	05/05/2014	Reviewed in accordance with review every two years requirement. No changes made
BO-WSP-05092016	05/09/2016	Reviewed in accordance with review every two years requirement. No changes made.