

DISTRICT SPONSORED WEBSITES

Guidelines for Content

District sponsored websites shall provide current and useful information regarding district programs, activities and operations. Such information shall be appropriate for both internal and external audiences.

The content of websites may include, but not be limited to, district or school news, district mission and goals, Governing Board meeting agendas and minutes, policy information, messages from the Board or administrators, information about curriculum and instruction, school calendars, student projects, school clubs and activities, lunch menus, transportation schedules, school handbooks, parent conferences, educational resources, links to other educational sites and contacts for further information.

The Superintendent or designee shall make the information contained in the School Accountability Report Card accessible on the Internet and shall ensure that such information is updated annually. (Education Code 35258)

(cf. 0510 – School Accountability Report Card)

(cf. 0440 – District Technology Plan)

(cf. 1100 – Communication with the Public)

(cf. 1112 – Media Relations)

(cf. 6020 – Parent Involvement)

Student work may be published on district or school websites provided that both the student and his/her parent/guardian provide written permission or the work is part of an existing publication such as a school newspaper.

Individual teachers are given web pages linked to their school website to provide information pertaining to class assignments, expectations, and activities.

Students, staff or other individuals may not use district or school sponsored websites to provide access to their personal web pages or online services or to promote or advertise commercial enterprises.

Advertising, including but not limited to, coupons, discount cards, and any other form of advertising or promotional materials related to vendor services, opportunities, or events from outside organizations shall not be posted on district or school sponsored websites.

District or school sponsored websites may contain links to external websites only if they are of an academic nature, support the educational mission of the district, and are consistent with policies and regulations of the district. The district is not responsible for the content of external websites.

Unless there is a clear statement that text, art or photos are “public domain” and available for free use, such material should not be replicated on a website unless prior permission is granted by the owner of the copyright.

DISTRICT SPONSORED WEBSITES (continued)

If copyrighted material is posted on a district or school sponsored website, the website shall include a notice crediting the original producer of the material and noting how and when permission to reprint the material was granted.

(cf. 6162.6 – Use of Copyrighted Materials)

Roles and Responsibilities

All district sponsored websites shall be supervised by an employee designated by the Superintendent or the Superintendent's designee as the webmaster of that particular website. Neither students nor school volunteers shall be designated as webmasters of district or school sponsored websites.

The district webmaster shall be responsible for the content and publication of the district website upon approval of the Superintendent or designee. He/she shall review all content before publication, ensure consistency of the material with district standards, upload content to the district web server, regularly check links for accuracy and appropriateness, keep the web server free of outdated or unused files, provide technical assistance as needed to school webmasters, and ensure student privacy is maintained in accordance with federal and state law and corresponding Board policy and administrative regulations.

The school webmaster shall perform similar duties related to the content and maintenance of the school's website upon approval of the school principal. The principal or school webmaster shall consult with the district webmaster prior to making any major or significant additions or changes to school websites.

The Superintendent or designee may assign additional staff members to conduct an editorial review of all materials published on district or school websites and to make corrections as needed in spelling, grammar or content.

The Superintendent or designee shall provide staff development opportunities related to district content guidelines, design standards, and accessibility laws and standards to technology staff, district and school webmasters, and/or other appropriate staff.

(cf. 4131/4231/4331 – Staff Development)

Security

The website host computer shall have security procedures that prohibit unauthorized persons from accessing system-level controls or making changes to website content. To the extent possible, the host computer shall be in a lockable room with restricted access.

Only adults authorized by the Superintendent or designee, district webmaster, school webmaster, or principal shall have access to upload content to district or school sponsored websites.

DISTRICT SPONSORED WEBSITES (continued)

Definitions

A “district sponsored” website is any website established by district employees on behalf of the district, any school within the district (“school sponsored websites”) which is established through the use of district equipment or the district’s access to the internet under the approval of the Superintendent or designee. For example, a school website authorized by the school site’s principal (who is also the Superintendent’s designee) is a school sponsored website.

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