

**ABC UNIFIED SCHOOL DISTRICT
Board Policy**

COMMUNITY RELATIONS

DISTRICT AND SCHOOL WEBSITES

To enhance communication with students, parents/guardians, staff, community members and the public at large, the Governing Board encourages the development and ongoing maintenance of district and school web sites on the Internet. District, school and teacher (viewed as extension of the school) web sites shall support the educational vision of the district and shall be consistent with the district's plans for communications and media relations.

- (cf. 0000 - Vision)
- (cf. 0440 - District Technology Plan)
- (cf. 1100 - Communication with the Public)
- (cf. 1112 - Media Relations)
- (cf. 4040 - Employee Use of Technology)
- (cf. 6020 – Parent Involvement)

The Superintendent or designee shall develop content guidelines for district and school web sites. These guidelines shall be consistent with law, Board policy and administrative regulation.

Content

Superintendent or designee shall develop procedures for submitting materials for web site publication to the district or school webmaster who shall ensure that the content adheres to district guidelines and policies.

1. Submission

Staff, students, or other person may submit materials for web publication to the district or to the school webmaster who shall ensure that the content adheres to district guidelines. Teachers, as an extension of the school, may maintain individual curricular and school activities websites under the approval of the principal. Teacher developed web content shall adhere to district guidelines.

(cf. 6145.5 – Student Organization and Equal Access)

2. Content Standards

District and school (teacher) web sites shall not include content which is obscene, libelous or slanderous, or which creates a clear and present danger of

inciting students to commit unlawful acts on school premises, violate school rules or substantially disrupt the school's orderly operation.

(cf. 5145.2 – Freedom of Speech/Expression)

3. Copyright

The Superintendent or designee shall ensure that copyright laws are not violated in the use of material on district or school web sites.

(cf. 4132/4232/4332 - Publication or Creation of Materials)

(cf. 6162.6 - Use of Copyrighted Materials)

Any links to external sites shall follow the same guidelines applicable to district and school web sites.

The district shall not accept advertising of commercial products and services on district, school and teacher web sites.

The Superintendent or designee may establish standards for the design of district and school web sites content in order to maintain a consistent identity, professional appearance and ease of use.

Privacy Rights

The Superintendent or designee shall ensure that web site content protects the privacy rights of students, parents/guardians, staff, Board members and other individuals.

(cf. 1340 - Access to District Records)

(cf. 4119.23/4219.23/4319.23 - Unauthorized Release of Confidential/Privileged Information)

(cf. 5125 - Student Records)

(cf. 5125.1 - Release of Directory Information)

(cf. 5145.1 - Privacy)

1. Personal Information

No personal information about students or their parents/guardians, including phone numbers, home addresses or personal email addresses, shall be published on a district or school-sponsored web page. Student directory information shall not be published if parents/guardians have requested that it be withheld. All student information (i.e. grades, attendance) available via the web shall be password protected, with the login/password assigned to the parent(s).

2. Student Photographs

Photographs of students published on any web server or Internet project will adhere to the following parent releases:

- a. Types of photographs requiring written parent permission kept on file:
Photographs of an individual student(s), with any associated name(s) (e.g. First name/last name, first name only, first name with first initial of last name, or last name only).
- b. Types of photographs without written parent permission required:
Pictures of student groups without associated student names.

3. Public Safety Officers

No public safety officer shall be required as a condition of employment to consent to the use on the Internet of his/her photograph or identity as a public safety officer for any purpose if that officer reasonably believes that the disclosure may result in a threat, harassment, intimidation or harm to the officer or his/her family.

*(Government Code 3307.5)
(cf. 3515.3 - District Police Department)*

4. District Employees and Elected or Appointed Officials

Home addresses or telephone numbers of staff members shall not be posted. District and school web sites shall not post the home address or telephone number of any elected or appointed official without the prior written permission of that individual.

*(Government Code 6254.21)
(cf. 1100 - Communication with the Public)*

Legal Reference:

EDUCATION CODE

*35182.5 Contracts for advertising
35258 Internet access to school accountability report cards
48907 Exercise of free expression; rules and regulations
48950 Speech and other communication
49073 Release of directory information
60048 Commercial brand names, contracts or logos*

GOVERNMENT CODE

*3307.5 Publishing identity of public safety officers
6254.21 Publishing addresses and phone numbers of board members
6254.24 Definition of public safety official*

UNITED STATES CODE, TITLE 17

101-1101 Federal copyright law

UNITED STATES CODE, TITLE 20

1232g Federal Family Educational Rights and Privacy Act (FERPA)

CODE OF FEDERAL REGULATIONS, TITLE 16

312.1-312.11 Children's Online Privacy

CODE OF FEDERAL REGULATIONS, TITLE 34

99.1-99.67 Family Educational Rights and Privacy

COURT DECISIONS

Aaris v. Las Virgenes Unified School District, (1998) 64 Cal.App.4th 1112

Perry Education Association v. Perry Local Educators' Association, (1983) 460

U.S. 37

Board of Education, Island Trees Union Free School District, et.al. v. Pico, (1982)

457 U.S. 853

Management Resources:

CSBA PUBLICATIONS

Maximizing School Board Governance: Community Leadership, 1996

WEB SITES

CSBA: <http://www.csba.org>

California School Public Relations Association: <http://www.calspra.org>

National School Public Relations Association: <http://www.nspr.org>