

SECTION: OPERATIONS

TITLE: WEB SITE DEVELOPMENT
POLICY

ADOPTED: DECEMBER 13, 2012

REVISED: NOVEMBER 15, 2012

DELAWARE VALLEY SCHOOL DISTRICT

819. WEB SITE DEVELOPMENT POLICY	
1. Purpose	<p>The availability of Internet access in the Delaware Valley School District (“School District”) provides an opportunity for students and staff to contribute to the School District’s presence on the Internet. The School District’s web site provides information to the world about school curriculum, instruction, school-authorized activities, and other general information related to our schools and School District’s mission. Because the School District is not opening a public or limited public forum by providing web services, the School District retains the right, in the sole discretion of designated personnel, to control the content of the web pages it provides.</p> <p>The web pages also serve as links to educational and administrative resources on the Intranet and Internet for students and staff to access. Access to the Internet and the creation of web pages are provided under the direction of the Superintendent/or designee. Creators of web pages need to attend school sponsored training. Failure to follow these policies or responsibilities may result in the loss of authoring privileges and a variety of other discipline actions, including but not limited to oral or written reprimands, suspensions with or without pay, dismissal, and expulsions on a case-by-case basis. In addition, the School District will cooperate to the extent legally required with the Internet service providers, as well as local, state and federal law enforcement officials.</p>
2. Authority	<p>The web site, including its content, is the property of the School District. The School District reserves the right to deny access and to track, log and search, and to remove information, data, and content from the web site in order to prevent unauthorized, inappropriate or illegal activity. The School District will cooperate to the extent legally required with the Internet service providers, as well as local, state and federal law enforcement officials in any investigation concerning or related to the misuse of the web site.</p>
3. Delegation of Responsibility	<p>The Superintendent/or designee will serve as the coordinator to oversee the use of the School District’s web site, network and systems, and will work with other regional or state organizations, as necessary.</p> <p>The Superintendent/or designee, will serve as the coordinator for the School District’s system, will approve activities, insure teachers and students receive</p>

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proper training in the use of the web site and the requirements of this policy, maintain executed agreements, and be responsible for interpreting the School District's Acceptable Use of the Communications and Information Systems Policy, Web Site Development Policy, Copyright Policy, Document Retention and Destruction Policy, Data Breach Policy, Web Site Privacy Policy and Web Site Terms of Use.

No personal pages for employees and students are permitted on the School District's web site. No other agency or organization or educational institution may maintain a presence on the School District's web site without the knowledge and approval of the Superintendent. The web site is for School District use only.

4. Guidelines

1. Operation and Management

The Superintendent/or designee is ultimately responsible for the operation and management of the design, function, maintenance, use, technical, regulatory, content and compliance aspects of the web site. All personnel and students are responsible for following the below web site guidelines.

Network traffic is monitored to insure that the service remains available and complies with the law and policies. Attempts to upload or change information, or otherwise cause damage to the School District services is strictly prohibited and punishable under applicable laws and policies.

2. Content Standards

a. Access and Publication

1) The Superintendent/or designee shall have the authority and the responsibility to review, approve, post, add, delete, and modify pages to the site. The Superintendent/or designee shall have the authority and the responsibility, but not the obligation, along with other administrators, to develop administrative regulations and/or guidance for this policy. The Superintendent/or designee shall determine personnel and means for accomplishing these tasks. Personnel shall be trained in the School District web page policies, regulations, and guidelines.

2) Publishing web pages on the School District web site is a privilege not a right.

b. Content Accuracy

1) While every effort to insure that the online information is accurate, true, and up-to-date to the best of the ability of the School District, there

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is no absolute guarantee that the web site content is the most updated version given the rapid changes of today, and the numerous sources contributing content to the web site.

c. Limitation of Liability

The material and information contained on or obtained from the School District's web site are distributed "as is" and "as available" without warranties of any kind, either expressed or implied, including without limitation, warranties of title or implied warranties of merchantability of fitness for a particular purpose. Information contained on the School District's web site, including information obtained from external links, is provided without any representation of any kind as to accuracy or content and should be verified by the user. The School District is not responsible for any special, indirect, incidental or consequential damages that may arise from the use of, or the inability to use, the web site and/or the materials contained on the site whether the materials contained on the web site are provided by the School District, or by a third party. Data contained on the web site are subject to change without notice.

d. Subject Matter

1) All subject matter on the School District's web pages must relate to the School District curriculum and instruction, school-authorized activities, or information about the School District's mission. The School District web site is not open as a public forum for public opinion. Employee and student work may be published only as it relates to a class project, course, or other school-related activity. Students, employees, or other individuals may not use the School District's web pages or links to provide access to their personal pages on other web sites, online services, or to any site not deemed consistent with the School District's mission. All subject matter on the School District's web site must be approved by the School District.

2) The Superintendent/or designee is responsible for coordinating the School District's web pages and will determine the structure.

a) Material placed by individuals and student organizations on web pages must relate to educational thoughts, interests, and activities, must be educational, and is subject to the principal's review. Such web pages do not implicitly or explicitly represent the School District's position, or policy, nor are they endorsed or sanctioned by the School District. By posting information on the School District web site, individuals assume responsibility and liability for the content of their pages.

b) Individuals are solely responsible for obtaining appropriate permission to include copyrighted materials or images on their pages;

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the School District assumes no responsibility for an individual's failure to fulfill this responsibility, or for an individual's plagiarism, or copyright infringement. Any comments or feedback should be addressed to the individual responsible. Concern about the content of any page(s) created by students or staff should be directed to the Superintendent.

e. Links to Content

1) Any links must relate to professional, non-profit, educational organizations that are appropriate, or they must relate to the School District. No other links may be included on the School District's web site without the approval of the Superintendent/or designee.

2) Web page links may not include entities whose primary purpose is commercial or political advertising, nor may they contain endorsements or preferential treatment on products or on political advertising without the approval of the Superintendent/or designee.

3) The web site must state:

DISCLAIMER:

Some DVSD school's web pages have links to web sites "outside" the DVSD web site. If you click on these links to visit other sites, you are subject to the privacy policies of those sites while you are visiting them, rather than the DVSD policies. Please note that by clicking on these links, you will leave the DVSD web site and enter privately owned web sites created, operated and maintained by private businesses. By linking to these private businesses, the DVSD is not endorsing their products, services, or privacy or security policies.

4) Students, staff, and individuals may not use the School District's web pages to provide access to their personal pages on other servers or online services. Neither the School District nor technical services personnel will provide technical support for personal web pages.

5) No link may be made to inappropriate material as defined in the School District's Acceptable Use Policy.

6) No link may be made to advertising, commercial, and political lobbying web sites or pages without the approval of the Superintendent/

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or designee.

f. Quality

1) All web pages must be timely, accurate, accessible and well presented, this includes being free of spelling and grammatical errors. All content published on the web site must meet standards of spelling, grammar, adequate research, or other qualitative measures.

2) Documents may not contain any obvious or hidden objectionable material or link to such objectionable material. *Objectionable material* is defined as material that does not meet the standards for instructional resources specified in any and all School District policies.

3) The judgment of the Superintendent/or designee, or School District administration will prevail when questions of quality or propriety of web page material, appearance or content are asked.

g. Ownership and Retention of Content

Content Created by School District Students and Employees

1) The web site, its content and all web pages created by students and employees located on the School District's web site and any third party web site under contract to the School District are the property of the School District, shall remain the property of the School District and may not be sold, transferred, licensed, leased, or otherwise distributed outside of the School District without the Superintendent's approval.

2) Students and employees must warrant to the School District that they secured the necessary consents, releases and licenses for the use of content, including without limitation, text, photographs, drawings, audio, video clips, sound clips, and logos for copying, distributing, displaying, performing on the Internet, and creating derivative works. The permissions must include: the person(s) who created or who own the rights, and those who are depicted or heard.

3) A copyright notice must be placed on all copyrightable, intellectual and artistic publications placed on the web site.

Content Created by Third Parties

1) The School District is in no way responsible for the accuracy, truth, completeness and timeliness of the information whose

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intellectual property belongs to or is supplied by third parties.

2) The School District is not directly or indirectly liable for any damage or injury (financial or non-financial) caused to anyone due to his/her reliance on third party information. If such information is supplied by someone else (such as name, address, phone number and other information), it will be subject to privacy law and regulations and will not be disclosed to any unauthorized party without the consent of the individual concerned.

3. Software

a. Students and employees are prohibited from downloading, duplicating and/or distributing the software and custom code (source code and object code) including any derivations or modifications or from using it for any purpose without the consent of the Superintendent/ or designee.

b. Web pages may be deleted when an employee moves unless prior arrangements have been made with the Superintendent/or designee.

c. The School District may maintain a backup copy of the web site that includes both the object code and source code versions, and at least one copy of all specifications and documentations of the web site.

4. Student Safeguards

a. Web page documents may include a student's first name and the initial of the student's last name. A student's last name may be included in the web page if prior consent is provided by the parent(s).

b. Documents may not include a student's phone numbers, home address, name or other family members, or names of friends.

c. Web page documents may not include any information that indicates the physical location of a student at a given time, other than participation in School District activities.

d. Photographic images and the voices of students in any form, including video and audio clips, may not be published on any web site accessible beyond the firewall border of the School District without parental consent. Internal web servers are excluded from this proviso.

e. Submissions of student work, including but not limited to, quotes, written material, graphics and artwork for publication on any non-School District web site shall require permission of the parent or guardian. If replies to published student work are appropriate, the sponsoring teacher's address must be the e-mail

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address displayed, not the student's.

f. No administrator's, supervisor's, or employee's information may be posted on the web site for students whose parents have not provided written consent.

g. Published e-mail addresses shall be restricted to those of staff members. Staff members may choose not to have their e-mail address "hot linked" on web publications. Images of a staff member may be published only with the consent of the staff member. Caution should be exhibited in identifying a teacher with specific students.

h. Posted student work must relate to class projects, course or other school-related information activity and any posting is subject to copyright and student records legal requirements.

i. Group photographs (without any individually identifiable identity) may be used to share School District activities.

5. School Board Policies

All information on the School District's web site or any third party web site under contract to the School District must comply with School Board Policies and Regulations, as well as established school guidelines. Copies of Board Policies are available in the Central Administration Office. Persons under the control of the School District who develop or maintain web documents are responsible for complying with the policies, and the applicable laws. Some of the relevant issues and related Board Policies include the following:

a. Electronic transmission of materials is a form of copying. As specified in the School District's Copyright Policy, no unlawful copies of copyrighted materials may be knowingly produced or transmitted via the School District's equipment, including its web server(s). In all aspects of the use of the web site, copyright laws must be followed.

b. Documents created for the web site and linked to School District web pages must meet the criteria for use provided in the Purpose section of this policy.

c. Persons under the control of the School District who link to School District web pages that are not specifically curriculum-related must meet the criteria established in this policy and in the School District's Acceptable Use Policy.

d. All communications throughout the School District web pages

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must comply with the School District Acceptable Use of the Communications and Information Systems Policy, the School District Code of Student Conduct, the School District Bullying Policy, and all other School District policies. If the Superintendent/or designee has any doubt about compliance with the laws, (s)he should contact the Superintendent of the School District and, if appropriate, the solicitor for information, advice and guidance.

e. Student information communicated through the School District web pages must comply with School District policies on data privacy and the Collection, Maintenance and Dissemination of Student Records.

f. Any deliberate tampering with or misuse of School District web site services or equipment will be considered vandalism and will be handled in accordance with the School District's Acceptable Use of the Communications and Information Systems Policy, the School District Code of Student Conduct, and other relevant policies, and applicable law.

g. Linking from the School District web site, including but not limited to, hyperlinking, framing, and deeplinking, may violate the law and may be offensive to the School District's quality of its web site. Any consideration of the use of "frame" technology to connect to external sites must be reviewed considering its legality before establishing such links. Developers may not violate the copyrights, trademarks and the patents of others, and must comply with the School District's Copyright Policy #814, and Copyright Guidelines Handbook.

6. Technical Standards

In the interest of using information technology to communicate clear, efficient, and effective messages, the web site must be maintained with a consistent identity, professional appearance, and for ease of use and maintenance. The following technical standards are established for all School District web pages. Each web page added to the School District web site must contain certain common elements.

a. If the web site collects any personal information about usage or other log files, visitors must be notified of what personal information is collected, and how it is used. If personal information is collected, the School District may not sell or give any of the information to any other person or entity, unless permitted by law or with the consent of the parent(s) or person. The School District may choose to not collect any personal information from visitors.

b. The basic School District home page will have a common architecture as outlined below:

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- 1) the mission statement
 - 2) a Webmaster e-mail link
 - 3) a calendar of events
 - 4) pertinent information for contacting staff
 - 5) a link to return to the School District's page
 - 6) at the bottom of the home page there must be links to the Web Site Terms of Use and Privacy Policy
- c. At the bottom of the page, there must be a link that returns the user to appropriate points in the School District web pages. This would normally be through a return to the School District home page or use of a back button on the browser.
- d. The School District home page must include a copyright statement for all succeeding pages within the entire School District site.
© 2011 Delaware Valley School District.
- e. The School District may develop additional consistency standards as the need arises.
- f. Standard formatting will be used and browser friendly HTML editors or word processor programs that save files as HTML files may be used.
- g. The authorized designee who is publishing a final web page(s) will edit and test the page(s) for accuracy of links, and check for conformance with standards outlined in this policy. In addition, the contributor will assume responsibility for updating the links as needed.
- h. All web pages must be given names that clearly identify them. The names of all documents shall coincide with current School District naming practices and structures.
- i. Pages may not contain links to other pages that are not yet completed. If further pages are anticipated but not yet developed, the text that will provide the link should be included but may not be made "hot" until the further page is actually in place.
- j. All graphics should be in .gif or .jpeg format. Other formats, including sound or video, may be used only and after consultation with the

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Superintendent/or designee.

k. Web pages may not contain any student e-mail address links.

l. All School District web site and web page publications will reside on the School District's network servers or any third party servers under contract to the School District. All web pages shall be linked to other School District pages in relation to their location on the server(s).

m. Final decisions regarding access to active web pages for editing content or organization will rest with the Superintendent, or designee, with input from administrative staff.

n. External links from the School District web site must be approved by the Superintendent/or designee.

o. Metatags and metadata may be used on key pages to help the pages to be found with search engines and to also be correctly annotated in the search summary.

p. Web pages should be designed with everyone in mind, including people with no or low vision, deafness, learning disabilities or color blindness. Be considerate of all users, including those using assistive technologies, such screen readers or Braille readers.

q. Given the rapid change in technology, some of the technical standards outlined in this policy may require changes throughout the year. The Superintendent/or designee will make changes with the approval of the Board, as needed. This Web Site Development Policy will be updated on an as need basis.

The Superintendent/or designee will annually conduct a web site audit to check the system and processes, facilities, security measures, operation implementation, access, resources utilized, and whether the web site complies with and does not breach any relevant laws.

Questions regarding web site development information may be directed to the Superintendent/or designee.