

DISTRICT AND SCHOOL WEB SITES

To enhance communication with students, parents/guardians, staff, and community members, the ~~Governing Board of Trustees~~ encourages the development Superintendent or designee to develop and ~~ongoing maintenance of~~ maintain district and school web sites. ~~Web~~ The use of district and school web sites shall ~~be aligned with~~ support the district's ~~plans for~~ vision and goals and shall be coordinated with other district communications ~~and media relations~~ strategies.

(cf. 0000 - Vision)

(cf. 0440 - District Technology Plan)

(cf. 1100 - Communication with the Public)

(cf. 1112 - Media Relations)

(cf. ~~1230 - School-Connected Organizations~~ 1114 - District-Sponsored Social Media)

~~(cf. 1260 - Educational Foundation)~~

~~(cf. 4040 - Employee Use of Technology)~~

(cf. 6020 - Parent Involvement)

Design Standards

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

The district's design standards shall address the accessibility of district and school web sites to individuals with disabilities, including compatibility with commonly used assistive technologies.

(cf. 0410 - Nondiscrimination in District Programs and Activities)

Web Site Content

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 and assign staff to review and approve content prior to posting.~~

~~Staff, students, or other persons may submit materials for web publication~~ Board policy pertaining to the advertising in district or ~~and school webmaster who~~ publications, as specified in BP 1325 - Advertising and Promotion, shall ensure that the content adheres ~~also apply to advertising on district guidelines and policies.~~

(cf. ~~6145.5 - Student Organization and Equal Access~~)

~~District and school web sites 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.~~

(cf. ~~5145.2 - Freedom of Speech/Expression~~)

~~The Superintendent or designee should 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 web sites shall support the educational mission and shall include a disclaimer that the district is not responsible for the content of external web sites.~~

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

BP 1113(b)

~~DISTRICT AND SCHOOL WEB SITES~~ (continued)

(cf. ~~1325 - Advertising and Promotion~~)

(cf. ~~3312 - Contracts~~)

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 are protected on district and school web sites.

(cf. ~~1340 - Access to District Records~~)

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

(cf. ~~5022 - Student and Family Privacy Rights~~)

(cf. ~~5125 - Student Records~~)

BP 1113(b)

DISTRICT AND SCHOOL WEB SITES (continued)

~~Phone~~ Telephone numbers, and home ~~addresses,~~ and email addresses of students and/or their parents/guardians shall not be published on a district or school web ~~pages~~ sites.

(cf. ~~5125.1 - Release of Directory Information~~)

~~Because~~ The district regards photographs as a category of the wide accessibility directory information that would not generally be considered harmful or an invasion of the Internet and potential risk to students, privacy if disclosed. Therefore, a student's photograph(s) of a student shall not be published, together with his/her name or other personally identifiable information, may be published on district or school web sites unless the student's parent/guardian has notified the district in writing to not release the student's photograph without the prior written consent of the student's parent/guardian. Photographs of, in accordance with BP/AR 5125.1 - Release of Directory Information.

If students' names are not included, photographs of individual students or groups of students, such as at a school event, may be published provided that students' names are not included on school or district web sites.

~~Home~~ Employees' home addresses or, personal telephone numbers of staff members, and personal email addresses shall not be posted on district or school web sites.

The home address or telephone number of any elected or appointed official including, but not limited to, a Board member or public safety official, shall not be posted on district or school web sites without the prior written permission of that individual. (Government Code 3307.5, 6254.21, 6254.24).

No public safety official shall be required ~~as a condition of employment~~ to consent to the posting 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)

~~District and school web sites 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. (Government Code 3307.5, 6254.21, 6254.24)~~

(cf. 3515.3 - District Police/Security Department)

Legal Reference: (see next page)

DISTRICT AND SCHOOL WEB SITES (continued)

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
49061 Definitions, directory information
49073 Release of directory information
60048 Commercial brand names, contracts or logos

BUSINESS AND PROFESSIONS CODE

22580-22582 Digital privacy
22584-22585 Student Online Personal Information Protection Act
22586 Preschool and prekindergarten privacy

GOVERNMENT CODE

3307.5 Publishing identity of public safety officers
6254.21 Publishing addresses and ~~phone~~telephone numbers of officials
6254.24 Definition of public safety official

11135 Nondiscrimination; accessibility to state web sites

PENAL CODE

14029.5 Prohibition against publishing personal information of person in witness protection program

UNITED STATES CODE, TITLE 17

101-~~1101~~ Federal 122 Subject matter and scope of copyright law

504 Penalties for copyright infringement

UNITED STATES CODE, TITLE 20

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

UNITED STATES CODE, TITLE 29

705 Definitions; Vocational Rehabilitation Act

794 Section 503 of the Rehabilitation Act of 1973; accessibility to federal web sites

UNITED STATES CODE, TITLE 42

12101-12213 Americans with Disabilities Act

CODE OF FEDERAL REGULATIONS, TITLE 16

312.1-312.12 Children's Online Privacy

CODE OF FEDERAL REGULATIONS, TITLE 34

99.1-99.67 Family Educational Rights and Privacy

104.1-104.61 Nondiscrimination on the basis of disability

COURT DECISIONS

City of San Jose v. Superior Court, (2017) 2 Cal.5th 608

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: (see next page)

CSBA

DISTRICT AND SCHOOL WEB SITES (continued)

Management Resources:

U.S. DEPARTMENT OF EDUCATION OFFICE FOR CIVIL RIGHTS PUBLICATIONS

Maximizing School Board Governance: Community Leadership, 1996

Dear Colleague Letter, May 26, 2011

Joint Dear Colleague Letter: Electronic Book Readers, June 2010

U.S. DEPARTMENT OF JUSTICE PUBLICATIONS

Accessibility of State and Local Government Websites to People with Disabilities, June 2003

WORLD WIDE WEB CONSORTIUM PUBLICATIONS

Web Content Accessibility Guidelines, December 2008

WEB SITES

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

California Department of Education, Web Accessibility Standards:

<http://www.cde.ca.gov/re/di/ws/webaccessstds.asp>

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

~~National School Public Relations Association:~~ U.S. Department of Education, Office for Civil Rights: <https://www2.ed.gov/about/offices/list/ocr>

U.S. Department of Justice, Americans with Disabilities Act: <http://www.aspe.hhs.gov>

World Wide Web Consortium, Web Accessibility Initiative: <http://www.w3.org/wai>

Policy

adopted: December 11, 2007

revised: February 13, 2018

SCOTTS VALLEY UNIFIED SCHOOL DISTRICT

Scotts Valley, California