

## DISTRICT WEB SITE PUBLISHING

School web sites provide the District with unique and ever-changing ways to interact with the community and improve student learning. School web sites:

1. Allow an individual school to provide current and complete information to its community at large
2. Give the community a means to communicate effectively with students and personnel
3. Create expanded means for student expression
4. Provide new avenues for teachers to help students meet high standards of performance

All District schools wishing to maintain a presence on the Internet, must adhere to written web regulations that allow the school to realize the benefits of maintaining a web site while protecting the school and community from its potential misuse.

### Purpose and Use of District Web Sites

The primary purpose of a District web site is to communicate effectively with its community. The principal or designee shall ensure that the site is maintained in such a way that the community receives reasonably current and accurate information.

The District may elect to have its web site serve additional purposes related to its educational mission. These include, but are not limited to:

1. Publishing student newspapers
2. Posting teacher-created class information
3. Publishing appropriate student work

When a school allows student publications on its web site, the purpose of including such publications shall be clearly identified in that section of the site. These publications shall be consistent with the mission, goals, policies, programs and activities of the District. All publications shall meet the established District requirements related to student print publications and in accordance with state and federal laws related to student expression.

## Advertising or Sponsorships

Any use of advertising or sponsorships that appear on a school web site must be approved by the Superintendent. Guidelines must be consistent with District policies and guidelines used in other District publications.

The Board directs the Superintendent to develop regulations to implement this policy. Such regulations shall address student and staff privacy and content standards for web site publications.

[Adoption date: March 15, 2001]

LEGAL REFS:           Family Educational Rights and Privacy Act: 20 USC § 1232g  
                          ORC 149.41; 149.43  
                          ORC 3313.20  
                          OAC 3301-35-02(B)(4)(b); 3301-35-03(E)

CROSS REFS:          EDE, Computer/On Line Services  
                          IGDB, Student Publications  
                          JO, Student Records  
                          KBA, Public's Right to Know