

Monmouth County Vocational School District District, School, Faculty, & Student Web Page Guidelines

(Reference: MCVSD Board Policy: 5145.2 & 4118.2/4218.2)

Introduction

The availability of Internet access in the Monmouth County Vocational School District provides an opportunity for students and staff to contribute to the district's presence on the World Wide Web. The district's web sites provide information to the world about school curriculum, instruction, school-authorized activities, and other general information relating to our schools and our district's mission.

The Monmouth County Vocational School District will post district, department (district-wide and school) level, school level, and classroom level (as appropriate) homepages on the Monmouth County Vocational School District World Wide Web server (<http://www.mcvsd.org/>), and/or approved site servers (i.e. MAST, HTHS. etc.). Individual teacher and/or student web sites that meet district guidelines may also be posted on the district's servers. Individual (personal) web sites focus on an individual person. MCVSD students, faculty, and administration will not use school or district resources to post personal web sites.

Individuals placing information on the web server must abide by all applicable district policies and all laws governing the use of the Internet. All home pages will adhere to and reflect current Monmouth County Vocational School District publishing and advertising policies and practices.

Any deliberate tampering with or misuse of district network services or equipment will be considered vandalism and will be handled in accordance with district policies.

To remain useful over time and to present an image consistent with the Monmouth County Vocational School District's position as an academic institution, all official information on our web servers must be kept timely and accurate. Doing so requires that schools be accountable for the information that they choose to distribute via the Web.

Objectives of web sites

All subject matter on web sites should relate to curriculum, instruction, school-authorized activities, general information that is appropriate and of interest to others, or it should relate to the district, or the schools within the district. Therefore, neither staff nor students may publish personal home pages as part of the district web sites, or home pages for other individuals or organizations not directly affiliated with the district. Staff or student work may be published only as it relates to a class project, course, or other school-related

The web site should provide information to parents and students and present a positive image of the school to the community.

Content Standards

Building and district administrators, and the Technology Department staff, with input from the Curriculum Committee, are responsible for web page approval.

The District web site should contain:

- Mission statement and other pertinent parts of strategic plan
- News and announcements
- Telephone book (office numbers and extensions)
- General announcements (i.e., Back to school night)
- Employment Opportunities
- Link to school home pages; links to employee organization home pages; links to education sites
- Announcements of events and activities
- Board policies, regulations, and guidelines

In general, all School web sites should contain:

- Mission statement and learning results (high schools)
- School Report Card
- Telephone book (office numbers and extensions)
- Registration guide
- School calendar including information on special events
- PTSA/PFA meeting schedule and agenda
- School newsletter and/or newspaper, if produced (student name/picture permission issues have relevance here, see **Student Safeguards** section)
- Links to web sites relevant to the curriculum of the school and district
- Student work (with permission)
- Clubs, sports, activities, teams, departments, homework
- Alumni registration and links to alumni e-mail addresses.

A Faculty Member's page might:

- Offer curriculum-matched resources created locally
- Show links to external sources of information on curriculum topics
- Introduce visitors to the school, classroom or community
- Provide information about assignments and class work, field trips, goals, rules, etc.
- Allow for feedback on topics under study in the school program
- Provide local news to a wider audience
- Offer an activity or competition
- Include personal information related to teaching assignment

Faculty members should avoid:

- Non-job related personal information.
- Personal opinions about school policy or related controversial issues

Material on web pages reflects an individual faculty member's thoughts, interests, and activities. Such web pages do not, in any way, represent individual schools or the Monmouth County Vocational School District, nor are they endorsed or sanctioned by the individual school or the district. Concern about the content of any page(s) created by students or staff should be directed to the building principal of that school.

The educational objectives of a student home page should be established or approved by the teacher. Students must have permission in writing from their parent/guardian to post web pages to the district's web sites (see **Student Safeguards** section).

Student web sites might include:

- Student accomplishments and awards
- Special Projects
- Artwork

All pages (district, school, faculty, student) must include:

- The following two statements
 - Copyright Notice: No material on any of the Monmouth County Vocational School District pages may be copied without the express written permission of the site webmaster unless permission is clearly stated on the page.
 - Comments and suggestions regarding this web site should be sent to: webmaster@mcvsd.org

- A postal address and/or school phone number where problems can be reported through traditional means
- The date the page was created and last modified

No personal information (pictures, e-mail addresses, home addresses, or phone numbers), of faculty or students may be posted without written permission by the faculty member or parent/guardian of the student (see **Student Safeguards** section). Published e-mail addresses are restricted to staff members or to general group e-mail address where arriving e-mail is forwarded to a staff members or administrators.

Advertising products and services shall be limited to brief statements acknowledging support and/or donations. No other commercial material may be incorporated.

These statements in no way imply that other information should not be included.

Forbidden Activities

There are several uses of the web that can be universally forbidden on district supported accounts (see the separate document: **MCVSD Acceptable Use Policy** for more complete details). These include:

- Commercial activities where staff or students are promoting activities from which individuals, groups or companies may profit financially or otherwise. This includes fund-raising or advertising for commercial of non-commercial organizations, except for district-related organizations and district-related events.
- Any use of pornographic, racist, sexist, defamatory or otherwise objectionable material.
- Faculty may not use the district's name in their web sites that in any way implies district of school endorsement of other organizations, products, or services. They may not use district or school logos and trademarks on any web sites not stored on the district's web server and/or linked to the school or district's web site.

Responsibility for Material Published

Due to limited personnel resources in schools, any attempt to police the contents and the links offered on home pages is not feasible. All must assume full legal and moral responsibility for the content of their web sites. They must abide by all local, state, and federal laws that pertain to communication and to publishing. This includes laws of libel and copyright. Copyright law pertains to all published material, including cartoons, pictures, graphics, text, song lyrics, and sounds.

The creators of the pages, be they administrators, teachers, or students, must take the responsibility of seeking approval from their supervisors. In the case of objectionable material found in the content or the links, the creator must take prompt corrective action or lose account privileges.

Quality

All web page work must be free of spelling and grammatical errors. Documents may not contain objectionable material or point (link) directly to objectionable material. Objectionable material is defined as material that does not meet the standards for instructional resources specified in district policies. Regarding the question of quality or propriety of web page material, appearance, or content, the judgment of the building or district administrators will prevail.

Recommended Features for Viewing Comfort

Design consideration should be given to multiple platforms, software, and equipment types and capabilities of the audience. Web site developers should be aware that users will be accessing information from a variety of hardware and software tools. Developers are encouraged to accommodate all levels of technology. Aim for fast loading that looks good on as many displays and software packages as possible.

A few important structural recommendations that really make a difference are:

- Include text links for any graphic or iconic links so that users in text mode may access the pages
- Limit page length whenever possible
- Provide hypertext links within long text passages to allow for rapid movement from section to section
- Limit the number and size of graphics that are included in pages so that users with slow modems do not experience unpleasant waits
- Indicate beside file links the size of the file to be downloaded
- Include the URL (your web address) in your page so that someone printing your page will have a reference for later use

Student Safeguards

- A decision on including any portion of a student's name, pictures (video or still), and/or audio clips on the web site requires written parent/guardian permission.
- Documents may not include a student's phone number, address, names of other family members, or names of friends.

- Web page documents may not include any information that indicates the physical location of a student at a given time, other than attendance at a particular school, or participation in activities.

Please refer to the separate document: **Parental/Guardian Consent Form for Internet Publication**, developed by the MCVSD in accordance with the NJ DOE.

The United States Department of Justice guidelines for student Internet security can be found at <http://www.cybercrime.gov/rules/kidinternet.htm>

The FBI parent guide for Internet safety is available in English and Spanish at <http://www.fbi.gov/publications/pguide/pguide.htm>

Other

Given the rapid change in technology, some of the technical standards outlined in this policy may require change throughout the year. The district Technology Department will make such changes with approval of the Superintendent. This Web Page Policy will be updated on an annual basis, or more frequently if required.

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[Last modified 9/30/03]