

District and School Websites

To enhance communication with students, parents/guardians, employees and community members, the Governing Board encourages the development and ongoing maintenance of public district and school websites.

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

Staff, students or other persons may submit materials for web publication to the district or school webmaster who shall ensure that the content adheres to district guidelines and policies.

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.

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

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

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

Phone numbers, home addresses and e-mail addresses of students or their parents/guardians shall not be published on a district or school web page.

Because of the wide accessibility of the Internet and potential risk to students, photographs of students shall not be published with names or other personally identifiable information without the prior written consent of the student's parent/guardian. Photographs of groups of students, such as at a school event, may be published provided that students' names are not included.

Home addresses or home telephone numbers of staff members shall not be posted.

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 threat, harassment, intimidation, or harm to the officer or his/her family.

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 prior permission of that individual.

Content

District and school websites shall provide current and useful information regarding district programs, activities and operations. Such information shall be appropriate for both internal and external audiences.

The content of the website may include but not be limited to district or school news, district mission and goals, agendas and minutes of Governing Board meetings, policy information, messages from the Board or administrators, information about curriculum and instruction, school calendars, student projects, school clubs and activities, lunch menus, transportation schedules, school map, school handbook, parent conferences, educational resources, links to other educational sites and contacts for further information.

The Superintendent or designee shall make the information contained in the School Accountability Report Card accessible on the Internet and shall ensure that such information is updated annually.

Student work may be published on a public web site provided that the student and his/her guardian provide permission or the work is part of an existing public display, or publication such as a newspaper or school newsletter.

Students, staff or other individuals may not use district or school web sites to provide access to their personal web pages or their online services. Personal web pages or online services cannot be used in place of official district or school web pages.

If any copyrighted material is posted on a district or school web site, the web site shall include a notice crediting the original producer of the material.

The district webmaster shall be responsible for the content and publication of the district web site upon approval of the Superintendent or designee. He/she or other designees in the Public Information Office shall review content before publication, upload content to the district web server, regularly check links for accuracy and appropriateness, keep the web server free of outdated or unused files, and provide technical assistance as needed to department and school webmasters.

The school webmaster shall perform similar duties related to the content and maintenance of the schools' web sites upon approval of the school principal. The principal or school webmaster shall notify the Superintendent or designee regarding the creating and updating of a school website.

Security

The web site host computer shall have security procedures that prohibit unauthorized persons from accessing system-level controls or making changes to web site content, function or operation. All web site host computers shall be in a lockable room with restricted access.

Legal References

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

GOVERNMENT CODE

- 3307.5 Publishing identify of public safety officers
- 6254.21 Publishing addresses and phone numbers of officials
- 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

- 312.1-312.12 Children's Online Privacy

CODE OF 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>

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LONG BEACH UNIFIED SCHOOL DISTRICT