

# MONTGOMERY AREA SCHOOL DISTRICT

SECTION: OPERATIONS

TITLE: WEB SITE DEVELOPMENT

ADOPTED: December 5, 1995

REVISED: January 18, 2005

815.2. WEB SITE DEVELOPMENT	
1. Purpose	<p>The availability of Internet access in the Montgomery Area School District (school district) provides an opportunity for students and staff to contribute to the school district's presence in the World Wide Web. 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.</p>
Pol. 218, 417, 517	<p>The web pages also serve as links to educational resources on the Intranet and Internet for students and staff to access. Internet access for the creation of web pages is provided by the Network Supervisor and designees. Creators of web pages need to familiarize themselves with and adhere to the following policies and responsibilities. Failure to follow these policies or responsibilities may result in the loss of authoring privileges and a variety of other disciplinary actions, including but not limited to oral or written reprimands, suspensions with or without pay, and dismissal, 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 Montgomery Area School District. The school district reserves the right to deny access and to track, log and search in order to prevent unauthorized, inappropriate or illegal activity. The 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 Network Supervisor will serve as 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>



Content Standards

1. Access and Publication:

- a. The Network Supervisor shall have the authority, and responsibility, but not the obligation, to review, approve, post, add, delete, and modify pages to the site, and with other administrators, develop administrative guidelines for this policy. The Network Supervisor shall determine personnel and means for accomplishing these tasks. These personnel shall be trained in the school district web page policies and guidelines.
- b. Publishers who have content publication requests denied or who have content removed from a web page first may appeal to the building principal, then to the Network Supervisor to have the content placed or reinstated on the web site. The content in question shall remain unpublished until the review process is completed.
- c. Publishing web pages on the Montgomery Area School District server(s) is a privilege not a right.

2. Content Accuracy:

- a. The Network Supervisor will make every effort to ensure that the online information is accurate, true and up-to-date to the best of the ability of the school district. There 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.
- b. While every effort has been made to ensure that the content, information and material on the school district's web site is accurate, true and up-to-date, users are advised to check with the school district's technology department on the most updated information regarding communications and services before relying on them or making an investment.

3. 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 district's web site, including information obtained from external links thereon, 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

4. Subject Matter:

- a. All subject matter on the school district's web pages must relate to the Montgomery Area School District and be approved by the school district.
  - b. The Network Supervisor and the building person(s) responsible for coordinating the school district's web pages will determine directory structure. Staff members approved for access will be given access passwords by the Network Supervisor.
- 1) Material by individuals and student organizations on web pages must relate to educational thoughts, interests, and activities, must be educational and subject to the principal's review. Such web pages do not implicitly or explicitly represent the individual school's or the school district's position or policy, nor are they endorsed or sanctioned by the individual school or the district. By posting information on the school district web site, individuals and organizations assume responsibility and liability for the content of the pages.
  - 2) Individuals are solely responsible for obtaining appropriate permission to include copyrighted materials or images on their pages; the school district assumes no responsibility for individuals' failure to fulfill this responsibility. 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 Network Supervisor.

5. Links to Content:

- a. Any links must relate to professional, nonprofit, educational organizations that are appropriate, or they must relate to the school district, or the schools within the school district. No other links may be included on the school district's web site.
- b. Web page links may not include entities whose primary purpose is commercial or political advertising, nor may it contain endorsements or preferential treatment on products or on political advertising.

	<p>c. The web site must state:</p> <p>“The links in this area will let you leave the Montgomery Area School District web site. The linked sites are not under the control of the Montgomery Area School District, and the school district is not responsible for the content or accuracy of any linked site or any link contained in a linked site, or any changes or updates to such sites. The school district is providing these links to you only as a convenience, and the inclusion of any link does not imply endorsement of the site by the Montgomery Area School District.”</p> <p>d. Students, staff and individuals may not use the school district’s web pages to provide access to their personal pages or other servers or online services. Neither the school district nor technical services personnel will provide technical support for personal web pages.</p> <p>e. No link may be made to objectionable material.</p> <p>f. No link may be made to advertising, commercial and/or political lobbying web sites or pages.</p> <p>6. Quality:</p> <p>a. 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.</p> <p>b. Documents may not contain any obvious or hidden objectionable material or link to such objectionable material. <b>Objectionable material</b> is defined as material that does not meet the standards for instructional resources specified in any and all school district policies.</p> <p>c. The judgment of the Network Supervisor, building or school district administration will prevail when questions of quality or propriety of web page material, appearance or content are asked.</p>
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7. Ownership and Retention of Content:

**Content Created by School District Students and Employees**

- a. The web site, its content and all web pages created by students and employees located on the school district's server(s), 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 Network Supervisor's approval.
- b. Students and employees must warrant to the school district that they secured the necessary consents, releases and licenses for the use of content, including text, pictures, audio, video, logos and copy distribution, display, performance over the World Wide Web and to create derivative works.
- c. A copyright notice must be placed on all copyrightable, intellectual and artistic publications placed on the web site.

**Content Created by Third Parties**

- a. The school district is in no way responsible for the accuracy, truth, completeness and timeliness of the information whose intellectual property belongs to or is supplied by third parties.
- b. The school district is not directly or indirectly liable for any damage or injury (financial or nonfinancial) caused to anyone due to his/her reliance on third party information. If such information is supplied to 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.

Software

- 1. 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 Network Supervisor.
- 2. Web pages may be deleted when a student graduates or employee moves unless prior arrangements have been made with the Network Supervisor.

3. The school district shall maintain a backup copy of the web site that includes both the object code and source code versions, and at least one (1) copy of all specifications and documentations of the web site.
4. The school district is not directly or indirectly liable for any damage or injury (financial or nonfinancial) 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.

Student Safeguards

1. Web page documents may include only the first name or first name and initial of the student's last name if consent is provided by the parent(s)/guardian(s).
2. Documents may not include a student's phone numbers, home address, name of other family members, or names of friends.
3. 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.
4. Photographic images and the voices of students in any form, including video and audio clips, may not be published on any server accessible beyond the firewall border of the school district without parental consent. Internal web servers are excluded from this proviso.
5. Submissions of student work, including but not limited to, quotes, written material, graphics and artwork for publication on any nonschool district server shall require permission of the parent/guardian. If replies to published student work are appropriate, the sponsoring teacher's address must be the e-mail address displayed, not the student's.
6. No directory information may be posted on the web site for students whose parents/guardians have not provided written consent.
7. 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 identifying a teacher with specific students. Such information may not be disclosed.

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<p>Pol. 216, 814</p>	<p>8. 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.</p> <p>9. Group photographs (without any individually identifiable identity) may be used to share school district activities.</p>
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