

**HAMILTON-WENHAM REGIONAL SCHOOL DISTRICT
WENHAM, MASSACHUSETTS**

Policy

WEBSITE DEVELOPMENT AND MAINTENANCE

I. Policy

The Hamilton-Wenham Regional School District maintains a website in order to support the communication goals of the School Committee and district administrators, and to further the objectives of the District's Technology Plan. The goal of the District's web site is to create an easily updated means for sharing information with the Hamilton-Wenham community and the world regarding our District's mission and policies, curriculum and instruction, school activities, and other related information. The District's web site will also provide links to web-based instructional resources for our faculty and students. In addition, students will be able to share their learning with a wider audience through selective publication of their school projects or assignments on the District's web site.

Since the District's web site information can be viewed by the world through the Internet, this policy governing the use of the District's web site resources is meant to be used in conjunction with other Hamilton-Wenham Regional School District policies, including the Technology- Acceptable Use Policy

In order to exercise the privilege of publishing information or posting links on the Hamilton-Wenham Regional School District's web site, students, staff, and faculty need to familiarize themselves with and practice the following guidelines.

A. *Content and Subject Matter Standards*

All subject matter on the Hamilton-Wenham Regional School District (henceforth HWRSD) web site and links must:

- relate primarily to curriculum and instruction, HWRSD activities, or provide information about the HWRSD and its mission,
- conform to the HWRSD's Technology Acceptable Use Policy for staff and students
- use correct spelling and proper grammar, and
- follow copyright laws

Teachers, staff members, school organizations and/students may create school related web pages following the district guidelines, policies and approval process. Teachers, staff and students must use the district web location to host their school related websites.

School related web pages must be located on the district server.

Web pages accessed from the District's web server(s) may not:

- provide access to student or faculty pages that are not school related

- contain objectionable material or link to objectionable material as defined in the District's Technology Acceptable Use Policy: material that is profane or obscene; or that advocates or condones the commission of unlawful acts, violence or discrimination toward others, or
- contain directory information for students.

B. *Student Safeguards*

Web publishing will adhere to the existing HWRSD policy that requires a signed parental release form prior to any publishing in any media format of first names, photographs or videos of the district's students.

Web pages must follow these guidelines for student safety:

- Documents shall not include student names.
- Documents shall not include students' home telephone numbers or addresses, nor the names of, nor personal information regarding family members or friends,
- Published e-mail addresses shall be restricted to staff and faculty members, and
- Links to social networking sites will not be permitted on District computers and/or websites.

C. *Technical Standards*

The HWRSD web site is designed to have a particular aesthetic quality. To maintain consistency throughout the district web site, pages submitted for addition to the Hamilton-Wenham District web site take into consideration the following technical standards:

- All pages should conform to the technical standards established by the District web design team.
- Links at the end of each web page should return the user to appropriate points in the District's pages. This would normally be a return to the individual school's home page.
- Web pages must be in a format that conforms to current technical standards and content should be viewable in standard web browsers.
- Pages must be kept current, links checked often, and will indicate at the bottom of the page the date of the last update.
- Pages should not contain links to non-existent pages that are "under construction."
- "Mail-to" links must not return to student e-mail addresses. If replies to published student work are appropriate, the sponsoring teacher or school organization address will be the e-mail address displayed, not the student's email address.
- Teachers must provide the webmaster with the URL of their self-created, school-related web pages.

D. Copyright, Ownership, Disclaimers

All material posted on the District and/or school web pages becomes the property of the school district.

Be aware that once information is put on the World Wide Web, anyone can readily access it and copy it. Web page developers who wish to protect the copyright of their materials can follow the conventions for doing so. Current information on copyright protection is available from the Technology Coordinators at each of the schools.

The HWRSD is not responsible for any inappropriate links or for the contents of any linked site that is not an immediate link to the District's web pages, nor is the District responsible for inappropriate material that is the result of hacking. Efforts will be made to secure the web server(s) from hacking, but any computer connected to the Internet is vulnerable to this threat.

The HWRSD web page must contain the following disclaimer:

The information contained on this and related pages do not necessarily reflect the official view of the Hamilton-Wenham Regional School District or that of neither the Town of Hamilton nor the Town of Wenham. Neither the HWRSD, nor the Town of Hamilton, nor the Town of Wenham endorses or recommends or is responsible for any of the programs, activities, services, content, or products of any linked web site resources.

And in fine print at the bottom of the HWRSD web page:

The "Official Version" of the school district's policies is maintained in the Office of the Superintendent of Schools. In the event of a conflict, between an electronic text and the "Official Version", the "Official Version" shall prevail. (Copyright ©MASC. All rights reserved.)

This policy is designed to supplement the approved policies of the HWRSD School Committee regarding the Technology Acceptable Use Policy and is not meant to conflict with any other District policy such as data privacy, intellectual freedom, staff ethics, and student behavior.

Content posted on web pages must conform to copyright laws.

E. Web Page Review and Publishing Process

Web content and/or links will be reviewed and approved by the designated building Webmaster and/or the building principal before publication. Once approved the web site may be placed on the school or district server.

Individual schools may have additional review procedures at the discretion of the building principal. Individuals wanting to publish or expand web pages must check procedures with their building principal or building Webmaster.

F. Overall Responsibility and Web Server Access

No computers other than the District's web server(s) may be configured to be web or FTP servers. There will be no exceptions.

Teachers who are publishing web pages with or for their students are responsible for checking the

content for compliance with the guidelines of this policy, including editing the content, checking the links for accuracy, and conforming to copyright laws.

Material that is outdated, or that was created by students who have left the district, will be removed from the server(s).

Each web page must have an authorized school district sponsor.

II. Policy Review and Revision

Review and revision of this policy and procedures shall occur in response to the changing nature of technology and its applications in the Hamilton-Wenham Regional School District as needed, but at least every two years.

III. Legal References

Title 17 U.S. Copyright law

Massachusetts General Laws:

- c.66 s.10 (public records)
- c.71 s.37H1/2 (felony complaint or conviction of student)
- c.76 s.5 (prohibiting educational discrimination in public schools)
- c.214 s.1C (right to be free from sexual harassment)
- c.265 s.43 (prohibiting stalking)
- c.266s.37E (use of personal identification of another)
- c.266 s.98 (schoolhouse defacement)
- c.266 s.120F (unauthorized access to computer system)
- c.266 s.127 (personal property malicious or wanton injury)
- c.266 s.143A (unauthorized reproduction or transfer of sound recordings)
- c.269 s.17 (prohibiting hazing)

Other relevant statutes and case law

First Reading: October 11, 2007

Second Reading: November 1, 2007

Approved: November 1, 2007

Vote: 8-0-0

Chair, HWRSD School Committee Richard L. Boreff (Official Signature on file in Supt's Office)