

I. APPLICABILITY

This regulation applies to all system-related Caldwell County Schools' websites. A system-related website is defined as any Internet website or webpage that is established in one of the following ways: (1) by school system employees or students on behalf of the system; (2) by any school within the system; (3) by any school-sponsored club or organization within the system; or (4) by students as part of an educational assignment.

II. RESPONSIBILITY FOR SYSTEM-RELATED WEBSITES

A. All System-Related Websites

The district level webmaster will serve as the school system's webmaster. The webmaster will oversee all system-related websites and may develop additional rules or guidelines governing the creation and maintenance of system-related websites.

B. School System's Official Website

The superintendent retains ultimate control over the school system's official website; however, the superintendent delegates to the webmaster the responsibility for managing and maintaining the site. Only the superintendent, the webmaster, or school administrators designated by the webmaster may post material on the school system's official website. School system administrators who are assigned work on specific parts of the system website should consult with the webmaster when considering major changes in format or style or when dealing with content that could be sensitive or controversial.

C. Individual School Websites

Each principal has editorial control over and responsibility for the content of his or her individual school's official website, subject to the review of the superintendent and webmaster. The principal may appoint a staff member to serve as the school web manager. The school web manager shall assist the principal in ensuring that the school website adheres to the requirements of board policy, this regulation, and any other rules established by the webmaster. The principal may also appoint a website committee to advise the principal and school web manager regarding the content of the school's website. Only the principal or the school web manager or school administrators designated by the principal may post material on the school website. School administrators who are assigned work on specific parts of the school website should consult with the principal when considering major changes in format or style or when dealing with content that could be sensitive or controversial.

D. Class Websites

Teachers will be provided the opportunity to create individual class websites which must be accessible through the school's website. The teacher has editorial control over and responsibility for the content of his or her class website, subject to review by the principal, the school web manager, the superintendent, and webmaster.

Before a teacher may create a class website, the teacher must first complete the Caldwell County Schools' Technology Module. Teachers must understand and agree to abide by all rules and requirements in board policy and this regulation and any other rules established by the principal, school web manager, superintendent, or webmaster regarding web page creation and maintenance.

E. Student Web Pages

With the knowledge and written consent of a student's parent or guardian, a teacher may allow a student to create a web page within or linked from the teacher's website only for the following instructional purposes: (1) to teach a student how to create or maintain a web page or (2) to facilitate a student's work on school assignments or research projects. No student pages may be posted or made accessible to the general public until approved by the principal or designee.

III. FORMATTING AND STYLE OF SYSTEM-RELATED WEBSITES

A. Page Appearance

All pages on a system-related website should be easy to navigate, be aesthetically pleasing, and not look overcrowded. All pages must adhere to formatting and style standards developed by the webmaster.

Graphics used must be appropriate to the school and should be of a size that will download quickly into a web browser. Large downloadable files, like video and music files, should not be included on school-related websites as they use large amounts of bandwidths.

"Under Construction" messages should not be used on the website. The page should be constructed before it is posted. If an "Under Construction" message is necessary, it should not be used on a page for longer than two weeks.

B. Writing Style

The information on system-related websites should be written in clear, plain language and should take into consideration the literacy and knowledge levels of the students, parents, and community members who will be viewing the website. The information should be grammatically correct and should not contain spelling or punctuation errors. Use of underlining should be avoided as underlined words

can look like hyperlinks to the viewer.

IV. CONTENT STANDARDS FOR SYSTEM-RELATED WEBSITES

A. Purpose

1. System-related websites are closed forums for expression. The purposes of system-related websites are to disseminate curriculum-related information; to present the public with information about the system, its schools, and its programs; and to provide the community with each school or department's mission, contact information, activities, organizational format, and instructional program.
2. Any information presented on system-related websites should represent the official position of the school system and may not be false, misleading, illegal, obscene, defamatory, profane, pornographic, harassing, abusive, or considered harmful to minors.
3. System-related websites may not be used to promote personal beliefs, views, or opinions or to endorse political parties or candidates. The superintendent may authorize a principal to allow an exception to this rule for student-created websites that are part of a class assignment or project.
4. Use of system-related websites for advertising or personal commercial gain or profit is prohibited.
5. Any information displayed that is contrary to the purposes described here may be removed without notice by the superintendent or webmaster.

B. Accuracy

All information on a system-related website should be accurate, verifiable, and current.

C. Standard Information

With the exception of student webpages, each webpage in a system-related website must include the name and email address of the webpage's author and the date produced or last revised. Student webpages must contain the name and email address of the teacher of the webpage's author and the date produced or last revised.

D. Copyright Laws

No information or graphics may be posted on system-related websites in violation of any copyright laws or policy 3230/7330, Copyright Compliance. Copyright permission must be obtained for the use of any copyrighted material unless use is

permitted as “fair use” under federal law. The principals are responsible for maintaining copies of permission granted for the use of copyrighted material. Principals shall forward copies to the district level webmaster.

E. Personal Information

The safety of students and employees must be considered when constructing system-related websites. To protect the safety of students and employees, the following precautions must be taken:

1. home addresses and telephone numbers will not be listed;
2. student e-mail addresses will not be listed; and
3. photographs of students and student work will be used only with appropriate parental permission and/or as approved for release as directory information under policy 4700, Student Records, and will include only the student’s first name, with no other information about the student.

The principal or designee is responsible for maintaining records of permission granted for the release of information.

F. Specific Content on School System’s Official Website

1. Contact Information

The school system’s official website will provide contact information and other general information about the school system, including school system department phone numbers and fax numbers, the administrative office address, and the e-mail addresses of school system administrators.

2. Board Information

The school system’s official website will include information about the board, such as the following.

- board member names, biographies, pictures, and contact information
- board calendar
- board meeting notices and agendas
- board meeting minutes
- board policy manual
- board resolutions
- board committee information, including agendas and materials
- board advisory council information

3. Mandatory Information

The school system's official website will display all information required by law or board policy including:

- a. the overall school performance score and grade earned by each school in the school system for the current and previous four school years as required by G.S. 115C-47(58);
- b. reading proficiency information about third-grade students as required by G.S. 115C-83.10;
- c. information on state fund expenditures as required by G.S. 115C-105.25(c);
- d. Title I information as required by federal regulations and described in policy 1320/3560, Title I Parent Involvement; and
- e. policy 1710/4021/7230, Prohibition Against Discrimination, Harassment, and Bullying, as required by that policy.

4. Other Information

Examples of additional types of information that may be provided on the school system's official website include, but are not limited to, the following.

- greeting message
- school system history
- lists of the schools in the school system and links to their websites
- information about departments and programs
- curriculum information
- promotion standards
- testing information
- the types of personally identifiable information the school system has designated as directory information and opportunities for parents to opt-out of disclosure of such information
- data collection and privacy practices
- statements of nondiscrimination
- grievance procedures
- calendars
- upcoming events
- news and announcements, including school delays and closings
- lunch menus
- Code of Student Conduct

- administrative rules, regulations, and procedures
- notifications and forms
- student assignment plan
- student awards
- employment information
- staff or school recognition
- staff resources
- links as described in Section V

G. Specific Content on School Websites

1. Contact Information

A school website must provide contact information and other general information about the school, including the school's name, phone number, fax number, grade levels, and address, the principal's name, and the e-mail addresses of the school administrative team. The website also may contain a staff directory.

2. Mandatory Notifications

The school website will display all information required by law including:

1. the school's consolidated plan as required by G.S. 115C-12(19);
2. names of the members of the school improvement team, their positions, and the date of their election to the school improvement team as required by G.S. 115C-105.27(a2); and
3. the school improvement plan, except for the school safety components of the plan as required by G.S. 115C-105.27(a2).

3. Other Information

The following is a non-exhaustive list of additional types of information that a school website could include.

- greeting message
- school history
- academic program descriptions
- curriculum information
- promotion standards
- support services information
- school calendar
- upcoming events

- news and announcements
- lunch schedule and menu
- school clubs and organizations information
- student handbook and other school rules
- parental notifications and forms
- student awards
- staff recognition
- staff resources
- links to class websites and other links as described in Section V

H. Specific Content on Class Websites

1. Contact Information

Each class website must clearly state the teacher's name, the grade level and/or course title, and the name, address, and phone number of the school. Teachers are encouraged to provide their school email address on the website, as well as information regarding how to contact the teacher and how to set up a parent-teacher conference. Websites are expected to be maintained and current.

2. Class Information

The following are examples of the types of class information that may be displayed on the class website.

- course syllabus
- class calendar
- daily or weekly class schedules
- announcements
- behavior expectations
- academic expectations
- grading policies
- homework or other class assignments
- enrichment materials
- newsletters, parental notifications, and forms
- biographical information about the teacher

3. Links

A class website will contain internal links as described in subsection V.A. Subject to the requirements of subsection V.B., a class website may include links to external websites that contain:

- educational online games and activities for students;

- scholarly articles; or
- other reputable reference materials.

The teacher should periodically check external links for accuracy and appropriateness of content.

4. Student Work

The class website may include general descriptions of work completed in the classroom throughout the year but may not include descriptions of a specific student's work without consent of the student's parent. Student works may not be published to the website without parental consent. Any published student work must be accompanied by notice that redistribution or reuse without consent of the student is prohibited. Any photographs of student work posted must comply with the requirements described in subsection IV.E.

V. LINKS

A. Internal Links

Each page of a system-related website must include a reference and hyperlink to the website home page and to the school system's official website home page, if different.

All system-related websites must include a link to policy 3227/7322, Web Page Development, and to policy 3225/4312/7320, Technology Responsible Use. In addition, each class website must provide a reference and hyperlink to the school's website.

B. External Links

The superintendent, webmaster, principals, and school web managers have editorial control over and responsibility for including links on a system-related website to other sites on the Internet that are appropriate to the mission of the school system.

1. Approval of Links

Links to external sites on the school system's official website must be approved by the webmaster and are subject to review by the superintendent. Links to external sites on a school website, class website, or student page must be approved by the school web manager and the principal.

If required, the webmaster or web manager must obtain permission from external websites before links are established from any system-related website to external websites. To the extent possible, school personnel shall

determine the extent to which a secondary site is linked to other sites on the Internet and whether such sites are appropriate for access through system-related websites.

2. Disclaimer Statement

Since the school system cannot control the content of other sites on the Internet and their linkages, the following disclaimer statement must be inserted in a prominent position on the school system's official website, on each school's website, and on other system-related websites that contain links to other websites or that are not system-related websites:

The school system retains control over what links will be placed on system-related websites; however, the linked sites themselves are not under the control of the school system, its agents, or its employees. The school system is not responsible for the contents of any linked site, any link contained in a linked site, or any changes or updates to such sites. The school system provides links as a convenience, and the inclusion of any link does not imply endorsement of the site by the school system. The school system reserves the right to remove or restrict any links.

3. Ongoing Review of Links

The webmaster and school web managers must periodically check external links for accuracy and appropriateness of content. School employees must report any inappropriate links to the web manager.

4. Impermissible External Links

System-related websites may not contain links to personal websites or web pages of students or employees or lists of personal websites or web pages.

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