

Web Page Publishing Policy
Merton Community School District
Merton, Wisconsin

The Merton Community School District's website (www.merton.k12.wi.us) is a means of communicating information electronically to students, staff, parents and the community. Our web site provides information about school curriculum, instruction, school activities, calendars, school board information, and other general information regarding the school district, the district curriculum, and staff. In order to provide direction to District authorized web designers, the following guidelines must be followed.

Philosophy and Purpose

The web pages of the Merton Community School District should be used for the following purposes:

1. Communicate and exchange information about the school district with the global community.
2. Communicate information about the District mission and goals, curriculum, activities and events.
3. Provide instructional resources for staff and students.
4. Provide an instructional tool for teachers and a learning tool for students.

Authorized Web Page Designers

The following persons/groups may create web pages for their school, department, or co-curricular activity:

1. District employees with permission from the building Principal or District Coordinator of Instructional Technology.
2. Students may, upon approval and supervision from staff members, create web pages relating to a course, class project, or other school-related activity. The supervising staff member is responsible for content on web pages and reserves the right to exercise editorial control over such publications.
3. Community members with permission from the building Principal or District Coordinator of Instructional Technology.
4. No individual or organization may publish personal home pages as part of the district web site. Exceptions may be granted for staff or student work related to a class project, course, or other school related activity.
5. The District Administrator and the District Coordinator of Instructional Technology shall have sole authority regarding questions concerning the quality, content, and use of the district web site.

Content of Web Pages

The content of web pages and its related links representing the Merton Community School District will have the following objectives:

1. All subject matter and links on web pages must relate to curriculum and instruction, school-authorized activities, or information about the Merton Community School District.

2. Staff or student work may be published only as it relates to a class project, course or other school-related activity.
3. Web pages must contain no offensive content, including religious, racial, sexual harassment, violence and profanity. Obscene, harassing or threatening materials on district web pages can be in violation of local, state, national, and even international laws and can be subject to litigation by the appropriate law enforcement agency.
4. Contents of web pages must be consistent with District policy and any applicable local, state and federal laws.
5. Copyrighted material may not be used without the permission of the copyright owner.
6. Web pages will not contain commercial advertising.
7. All work should be free of any spelling or grammatical errors.
8. Material on web pages may reflect an individual's thoughts, interests, and activities. Such web pages do not, in any way, represent individual schools or the Merton Community School District, nor are they endorsed or sanctioned by the individual school or the district. Concern about the content of any pages(s) created by students or staff should be directed to the building Principal of that school.

Links on Web Pages

All links on District web pages should follow these criteria:

1. Links should be limited to those sites that have an educational purpose.
2. Links can be used to provide resources for teachers and guided sources for students.
3. Links can be used to provide information about the District and community in general and specifically schools in the District.
4. Links should not be made to commercial advertising sites.
5. Neither students nor staff may use the District's web pages to provide links to their non-educational/non-school related personal pages on other servers or online services.

Privacy

The following guidelines must be followed for reasons of security and protection of individual privacy:

1. Decisions on publishing student pictures, including digitized or video are based on the signed permission of the parent/guardian and the supervising staff member's judgment. No students will be identified by name.
2. Decisions on use of student work (without student pictures) on District web pages will be limited to first name only and are based on the signed permission of the student and parent/guardian and the supervising staff member's judgment.
3. District web pages will not provide personal student information, including email address, phone number, and street address.
4. Permission forms are signed annually by parents/guardians and are recorded in the Student Information System software. Secretaries will provide classroom

teachers with a list of students that are prohibited from being on the district website.

5. Staff members' names and District-provided email addresses may be listed on web pages to facilitate communication between staff and web page users.

Student Safeguards:

Student work may **not** be published if there is an opt-out PUBLICITY RELEASE FORM, on file. Denial forms must be checked at the school level before the work can be uploaded to the web site. All parents will receive information indicating the student safeguards and policies regarding student privacy on the District web site. Teachers will have a list each year of students whose pictures may not be used on the district web site. Teachers will be responsible for checking the list before uploading any pictures.

The following guidelines should be followed when considering using student images or work on the Internet:

1. If there are pictures of students, there will be no names included.
2. If there is no picture, only first names will be used to identify work or recognize students.
3. No phone numbers, addresses or email addresses of students' family or friends are included on any web page.
4. Web pages may not include any information that indicates the physical location of a student at any given time, other than grade level attendance at field trips.
5. Group photographs of athletic teams and extra-curricular activities may be displayed but students will not be identified by name.
6. Photographs that appear in the newspaper may appear on the website without identifying names as listed in the paper.
7. On web pages, students' first names may appear for recognition purposes but not as part of a photograph where they can be identified by their name.

The following procedure has been established for documenting and accessing which students' pictures and or work may not be used on any District web page:

1. Each year the building secretary will create and provide a spreadsheet for each grade level that will include which students have non-disclosure requests and for which information.

Updating Web Pages

The updating of web pages should follow these guidelines:

1. All District web pages need to be updated regularly.
2. Links should be reviewed for content and accuracy.

Ownership and Retention

All web pages on the district's server(s) are property of the school district. Web pages will be updated periodically to insure that information is current and relevant.

Technical Standards

Web designers should adhere to the following guidelines when creating pages:

1. All web pages should be created to facilitate efficient loading and viewing regarding graphics, video and sound. Typically a page should load within 30 seconds on a dial-up connection.
2. Graphic file size should be taken under consideration for end users accessing the page over a modem connection for fast downloads.
3. Date of last update should be included on a web page or site.
4. Each District, school, department and co-curricular web site should include the email address of a contact person.
5. A link that returns the user to appropriate points in the District web site should be included on each page. This would normally be a return to the District, school or department home page.
6. Pages should not contain links to other pages that are not yet completed. If further pages are anticipated but not yet developed, the text that will provide the link can be included but should not be made active.
7. District and building level web pages will include the following disclaimer for pages containing links to external sites: *The district does not take responsibility for the contents of external sites listed within this website, and does not by their listing endorse the points of view represented at any particular site.*

Copyright Compliance

No unauthorized copies of copyrighted materials may knowingly be produced or published via the district's web site, equipment, including its web servers.

1. Be careful when using digital material downloaded from the Internet, since access to information and web sites on the Internet does not automatically mean that these images and information can be reproduced and used without permission or royalty payments.
2. Credit the sources and display the copyright ownership information if this is shown in the original source.
3. When publishing staff or student work, one should consider the possibility that others may want to copy or reproduce work that appears on the Internet.
4. Staff and/or students should include a statement regarding the rights of intellectual property that appears on the district web pages such as, "May not be copied or reproduced without permission."

Administrative Responsibilities

At the beginning of each school year, the District Administrator and/or building principals must make staff aware of the policies and guidelines regarding web page publication. Staff will be given a copy of this policy at any in-district web page design and publishing staff development.

Wis. Statutes:

Ref:

Adopted: May 15, 2006

Revised:

Reviewed:

PUBLICITY RELEASE FORM
Student & Parental Consent Form for Web Page & Media Publications

Throughout the school year, we photograph our students working on projects, participating in special activities, etc. These pictures are sometimes submitted to our school newspaper and local publications with name identification. The publication of students and their work on the school's web page has different, stricter safeguards.

STUDENT SAFEGUARDS for web page publication are:

- If there are pictures of students, there will be no names included.
- If there is no picture, only first names will be used to identify work or recognize students.
- No phone numbers, addresses or email addresses of students' family or friends are included on any web page.
- Web pages may not include any information that indicates the physical location of a student at any given time, other than grade level attendance at field trips.
- Group photographs of athletic teams and extra-curricular activities may be displayed but students will not be identified by name.
- Photographs that appear in the newspaper may appear on the website without identifying names as listed in the paper.
- On web pages, students' first names may appear for recognition purposes but not as part of a photograph where they can be identified by their name.

Check ONE for each box below to opt-out of publications.

WEB PAGE USE: _____ I do not want

...photos and/or the work of my child(ren) to be published on the Merton Community School District web site to be used according to the student safeguards listed above.

NEWSPAPER USE: _____ I do not want

...photos and/or name(s) of my child(ren) to appear in the newspaper.

STUDENT DIRECTORY USE: _____ I do not want

...our family name, parent name(s), child(ren) names, grade level, address, and phone number listed in the student directory.

Student or Family Name _____

Parent Signature _____

Date _____