

NEWTON

PUBLIC SCHOOLS

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Web Publishing Policy

Vision Statement:

Properly organized and constructed Web sites are dynamic data systems that contain key information for students, staff, and parents as well as the local and global communities. The Web allows students to not only be users of up-to-the-minute data available on the Web but also be producers in an interactive dialogue in the online global community.

Publishing district, school, and classroom Web pages on the World Wide Web integrates many educational skills with electronic technology – writing, editing, word-processing, desktop publishing, graphic design, and media literacy among others. Educational Web pages require an understanding of basic communication and organizational skills.

Goals:

- To establish the Internet as an academic resource and tool for student learning as well as a resource for teachers, administrators, and the educational community.
- To create an effective and safe communication tool for students, parents, teachers, the local community, and the global community.
- To publish exemplary student work as a resource for other students both locally and worldwide, celebrate student achievement, and serve as a source of school and district pride.
- To act as an information and communication tool to facilitate the administration of the school district and communicate its work and goals to the local community and beyond.

Acceptable Posting Criteria:

- Be appropriate (as related to the goals stated above).
- Place acceptable demands on computing and network services and resources.
- Project a positive image of the Newton Public School District and support its core goals and values.
- Protect the safety of students, staff, and their families.
- Comply with all guidelines and policies of the Newton Public Schools.

Web Page Content Guidelines:

- All posted pages must be in compliance with copyright laws.
 - For each re-publishing on the Newton Public Schools Web site or file server of a graphic, or a text file which was produced externally, there must be a notice crediting the original producer and noting how and when permission was granted. In many cases, that notice should also include the URL (Web address) of the original source. A “credits” page can be used to accomplish this.

- ❑ Unless there is a clear statement that art, photos, and text are public domain and available for free use, one should assume that they are copyrighted.
- ❑ If an individual wants to include something from another Web page in one of his/her pages, it should be linked to rather than copied.
- All Web pages must be in compliance with District policies.
 - ❑ All Web pages created by students and student organizations on the district's computer system will be subject to treatment as district-sponsored publications. Accordingly, the district reserves the right to exercise editorial control over such publications.
- All academic Web pages must reflect a direct relationship to identified learning targets.
- Student and family privacy must be protected. Posted Web pages should not reveal home addresses, home phone, e-mail addresses, other family details, or personal information.
- Photographs of students must be unidentifiable. This means that students must be photographed from behind or their faces digitally altered so they are not recognizable. Names of students must not be placed with the photographs.
- Complete names of students cannot be used on school Web sites. Only student's first names and the first initial of the last name if there are two students with the same first name are permitted to identify student work.
- If replies to published student work are appropriate, the sponsoring teacher's E-mail address should be displayed, not the student's.
- Personal home pages are not provided for individual students or teachers.
- School Web pages may not contain acknowledgements of commercial partnerships or sponsorships without specific written permission obtained from the Director of Information Technology.
- All external links must be in support of education and educational resources consistent with the direct mission, goals, and objectives of the District. These external links must be checked regularly to insure that they are active and appropriate. Externally linked sites are not under the control of the Newton Public Schools; and the Newton Public Schools is not responsible for the contents of any linked site or any link contained in a linked site, or any changes or updates to such sites. The district provides links only as a convenience, and the inclusion of any link does not imply endorsement of the site by the district.

Web Page Technical Guidelines:

- Web pages requiring excessive system resources or network bandwidth or that hamper the efficient operation of the NPS Web site will be shut down unless the District Web Facilitator has given prior approval.
- All NPS Web pages must exist on the NPS server unless permission has been given by the Director of Information Technology for them to reside elsewhere.
- All Web pages are subject to review and approval by the building principal or his/her designee.
- Each Web page linked from the District Web site must contain certain elements to provide consistency for all district Web pages.
 - ❑ The bottom of a Web site page must contain the date of the last update, the name of the person(s) responsible for the page or update, and a copyright notice. It will be that person's responsibility to keep the Web page current (to delete information no longer relevant, dates that have passed, or links that no longer work).
 - Example: Copyright Notice: No portion of this page may be copied without permission of the Newton Public Schools. Contact Nancy Jones, Teacher, E-mail address, school name and address, phone number.

- ❑ The bottom of a Web page must contain an E-mail address link for the creator of the Web page as well as a link that returns the user to the appropriate point(s) in the District's Web site. Web pages may not contain student E-mail address links; students should use the sponsoring faculty member's E-mail address, and the E-mails should be forwarded to the student after the sponsoring teacher has reviewed them.
- ❑ All Web pages must be given names that clearly identify them. The names of all documents shall coincide with current district naming practices and structures. (For assistance, please contact the District Web Facilitator.)
- ❑ Users must exhibit care when creating Web pages with extensive tiled backgrounds or large graphics. Such files require extensive downloading time, are frustrating for users, slow down the file servers, and, therefore, should be avoided.
- ❑ Any graphics, sounds, or video used on Web pages must conform to the format currently used or approved by the district. Please contact the District Web Facilitator with any questions.
- ❑ A sponsoring faculty member, who is publishing a Web page for herself/himself, or for a student, will edit and test the pages for accuracy of links and check for compliance with the standards outlined in this policy document.
- ❑ Web pages should not contain links to other Web pages not yet completed. (No "under construction" pages.)
- ❑ All linked pages must comply with the guidelines and policies of the Newton Public Schools.
- ❑ Links must be checked on a regular basis, and if the links no longer make the appropriate connections, they must be updated or removed.
- ❑ All pages, which are linked, must bear the name of the "owner" of the link. Linked text should indicate the actual destination of the link rather than reading "home."
- ❑ Materials published on the Web should be accessible to people with disabilities.

Review and Approval

- School Web pages and all postings made to the school Web pages are subject to review and approval by the school principal or his/her designee. The District Web Facilitator is available as a resource to assist the principal with questions regarding this responsibility.
- District Web pages may not be posted to the server without District Web Facilitator approval.
- School and teacher Web pages are subject to review and approval by the school principal.
- Inclusion in the Newton Public Schools Web site is a privilege granted contingent upon the user complying with all district policies and regulations.
- The district reserves the right to remove any files that exist on the server at any time.

Web Page Maintenance

- Maintenance of the entire district Web site will be the responsibility of the District Web Facilitator.
- Maintenance of individual pages will be the responsibility of the creator, and he/she will update the information on the Web page(s) periodically.
- Building principals will be responsible for proof reading the information on their building's Web pages, ensuring its accuracy, and ensuring that it is updated periodically.

Ownership and Retention

- All Web pages on the District's server(s) are the property of the Newton Public Schools.

- Web pages will be deleted whenever a staff member leaves the district at the end of a semester or school year, or when an assigned project ends, unless prior arrangements have been made through the District Web Facilitator.
- All obsolete information will be removed. It is the responsibility of the creator of each Web page on the site to keep the information accurate and up-to-date. Removed pages may be posted back to the site whenever they are again relevant.

Subject Matter Contained in a Web Page

All subject matter on the district's Web site or those linked from it should relate to curriculum, instruction, school authorized activities, school/school district administration, general information that is appropriate and of interest to members of the district, or the schools within the district. Neither staff nor students may publish personal home pages as part of the district Web site or home pages for other individuals or organizations not directly affiliated with the District. Staff or student work may be published only as it relates to a class project, course, or other school related activity.

Quality of Web Page Information

All Web pages must be free of spelling and grammatical errors. Documents may not contain objectionable material or link to objectionable material. Objectionable material is defined as material that does not meet the standards for instructional resources specified in district policies. If there is a question about the quality or propriety of Web page material, appearance, or content, the judgement of the District Web Facilitator, Director of Information Technology, building and district administrators will prevail.

Commercial Activity or Private Business

No one is permitted to run a private business or solicit business on the Newton Public Schools' Web page.

Web Page User Agreement

- The user understands that the district computer resources, including the Web server and network, are provided to the user as a privilege, not a right.
- The district may have a limited amount of space to provide for Web pages.
- User's Web pages must be removed from the server when they leave the district.
- Any violation by the user of the terms and conditions of this policy may result in the imposition of sanctions, including but not limited to possible revocation of the privilege granted by the district in this policy.