

policy

**BOARD OF EDUCATION
VICKSBURG COMMUNITY SCHOOLS**

PROPERTY
7540.02/page 1 of 6

WEB CONTENT ~~PAGE~~SERVICES AND APPS

Creating Web Pages/Sites/Services and Apps

~~The Board of Education authorizes the creation of web sites by employees and students of the School District to be published on the World Wide Web. The creation of web sites by students must be done under the supervision of a professional staff member. These web sites must reflect the professional image of the District, its employees, and students. The content of all pages must be consistent with the Board's Mission Statement and is subject to prior approval of the Superintendent or designee.~~

The Board of Education authorizes staff members and students to create web content, services and apps that will be hosted by the Board on its servers or District-affiliated servers and published on the Internet. For purposes of this policy, an app is defined as a self-contained program or piece of software that enables the user to perform a specific task.

The web content, services and apps must comply with State and Federal law (e.g., copyright laws, Children's Internet Protection Act (CIPA), Section 504 of the Rehabilitation Act of 1973 (Section 504), Americans with Disabilities Act (ADA), and Children's Online Privacy Protection Act (COPAA)), and reflect the professional image/brand of the District, its employees, and students. Web content, series and apps must be consistent with the Board's Mission Statement and staff-created web content, services and apps are subject to prior review and approval of the Superintendent before being published on the Internet and/or utilized with students. The creation of web content, services and apps by students must be done under the supervision of a professional staff member.

~~The purpose of such websites is to educate, inform, and communicate. The following criteria should be used to guide the development of such websites: web content, services and apps hosted by the Board on its servers or District-affiliated servers is to educate, inform, and communicate. The following criteria shall be used to guide the development of such web content, services and apps:~~

A. **Educate**

Content ~~provided in the website~~ should be suitable for and usable by students and teachers to support the curriculum and the Board's Objectives as listed in the Board's Strategic Plan.

policy

**BOARD OF EDUCATION
VICKSBURG COMMUNITY SCHOOLS**

PROPERTY
7540.02/page 2 of 6

B. Inform

Content may inform the community about the school, teachers, students, or departments, including information about curriculum, events, class projects, student activities, and departmental policies.

C. Communicate

~~Content may provide an avenue to communicate with the community.~~ Content may communicate information about the plans, policies and operations of the District to members of the public and other persons who may be affected by District matters.

The information contained on the [Board's website\(s\)](#) should reflect and support the Board's Mission Statement, Educational Philosophy, and the School Improvement Process.

When the content includes a photograph or information relating to a student, the Board will abide by the provisions of Policy 8330 - Student Records.

policy

**BOARD OF EDUCATION
VICKSBURG COMMUNITY SCHOOLS**

PROPERTY
7540.02/page 3 of 6

All links included on the [Board's website\(s\) or web services and apps](#) ~~pages~~ must also meet the above criteria and comply with State and Federal law (e.g. copyright laws, ~~Children's Internet Protection Act~~ [CIPA, Section 504](#), ADA, ~~Children's Online Privacy Protection Act (COPPA)~~). Nothing in this paragraph shall prevent the District from linking the Board's web sites to (1) recognized news/media outlets (e.g., local newspapers' web sites, local television stations' web sites) or (2) to web sites [services and/or apps](#) that are developed and hosted by outside commercial vendors pursuant to a contract with the Board. The Board recognizes that such third party web sites may contain age appropriate advertisements that are consistent with the requirements of Policy 9700.01, AG 9700B, and State and Federal law.

Under no circumstances is ~~a District-created~~ [web site content, services or apps](#) to be used for commercial purposes, advertising, political lobbying, or to provide financial gains for any individual. Included in this prohibition is the fact no web ~~pages~~ [content](#) contained on the District's web site may: (1) include statements or other items that support or oppose a candidate for public office, the investigation, prosecution or recall of a public official, or passage of a tax levy or bond issue; (2) link to a web site of another organization if the other web site includes such a message; or (3) communicate information that supports or opposes any labor organization or any action by, on behalf of, or against any labor organization.

Under no circumstances is a staff member-created web ~~page/content~~ [site, services or apps](#) including personal web pages/sites, to be used to post student progress reports, grades, class assignments, or any other similar class-related material. [Employees are required to use the](#) ~~The Board specified~~ ~~maintains its own~~ [web site, service or app](#) (e.g., Infinite Campus) ~~that employees are required to use~~ for the purpose of conveying information to students and/or parents.

Staff members are prohibited from requiring students to go to the staff member's personal web pages/sites (including, but not limited to, their Facebook, [Instagram](#), [Pinterest](#) ~~or MySpace~~ pages) to check grades, obtain class assignments and/or class-related materials, and/or to turn in assignments.

[If a staff member creates web content, services or apps related to his/her class, it must be hosted on the Board's server or a District affiliated server.](#)

Unless the web ~~content~~ [page/site services or app](#) contains student personally identifiable information, Board ~~web-sites, services and apps~~ that are created by students and/or staff members that are posted on the Internet should not be password protected or otherwise contain restricted access features, whereby only

policy

**BOARD OF EDUCATION
VICKSBURG COMMUNITY SCHOOLS**

PROPERTY

7540.02/page 4 of 6

employees, student(s), or other limited groups of people can access the site. Community members, parents, employees, staff, students, and other web site users will generally be given full access to the [Board's websites, services and apps.](#) ~~created pursuant to this policy.~~

policy

**BOARD OF EDUCATION
VICKSBURG COMMUNITY SCHOOLS**

PROPERTY
7540.02/page 5 of 6

Web content, Pages services and apps should reflect an understanding that both internal and external audiences will be viewing the information.

School websites, services and apps -must be located on Board-owned or District-affiliated servers.

The Superintendent shall prepare administrative guidelines defining the rules and standards applicable to the use of the Board's website and the creation of web content, services and apps by staff () and students.~~permissible for web-site use.~~

The Board retains all proprietary rights related to the design of web content, services and apps ~~sites and/or pages~~ that are hosted on ~~the~~ Board-owned's or District-affiliated servers, absent written agreement to the contrary.

Students who want their class work to be displayed on the Board's website must have written parent permission and expressly license its display without cost to the Board.

Prior written parental permission is necessary for a student to be identified by name on the Board's website.

Instructional Use of Web Services and Apps

The Board authorizes the use of web services and/or apps to supplement and enhance learning opportunities for students either in the classroom or for extended learning outside the classroom.

A teacher who elects to supplement and enhance student learning through the use of web services and/or apps is responsible for verifying/certifying to the Technology Director or designee that the web service or app has a FERPA-compliant privacy policy, and it complies with all requirements of the Children's Online Privacy Protection Act (COPPA) and the Children's Internet Protection Act (CIPA) and Section 504 and the ADA.

The Board further requires prior written parental permission to use a student's personal e-mail address in the login process.

Adopted 9/9/02
Revised
Revised 2/8/16
Revised 2/13/17

5/10/04

policy

**BOARD OF EDUCATION
VICKSBURG COMMUNITY SCHOOLS**

PROPERTY
7540.02/page 6 of 6

| © NEOLA 20164