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7540.02 - WEB ACCESSIBILITY, CONTENT, APPS, AND SERVICES

A. Creation of Content for Web Pages/~~Websites~~Sites, Apps, and Services

The Board of Education authorizes staff members () and students ~~[END OF OPTION]~~ to create content, apps and services (see Bylaw 0100 Definitions) that are hosted by the Board on its servers or District-affiliated servers (i.e., servers the Board pays to use or otherwise sanctions the use of) and/or published on the Internet.

The content, apps, and services must comply with applicable State and Federal laws (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), Student Online Personal Protection Act (SOPPA), and Children's Online Privacy Protection Act (COPPA)), and reflect the professional image/brand of the District, its employees, and students. Content, apps, and services 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 used with students.

~~[NOTE: CHOOSE ONE (1), BOTH, OR NONE OF THE FOLLOWING OPTIONS.]~~

Student-created content, apps, and services are subject to Policy 5722 - School-Sponsored ~~Student~~ Publications and Productions.

The creation of content, apps, and services by students must be done under the supervision of a professional staff member.

~~[END OF OPTIONS]~~

B. Purpose of Content of District Web Pages/Sites, Apps, and Services

The purpose of content, apps, and services covered by this policy ~~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 content, apps, and services:

1. Educate

Content 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.

2. 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.

3. Communicate

Content may communicate information about the plans, policies, and operations of the District to members of the public and other persons who may be interested in and/or 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 personally identifiable information relating to a student, the Board will abide by the provisions of Policy 8330 - Student Records.

Under no circumstances ~~are~~ District-created content, apps, and services, 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 content contained on the District's website 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 website of another organization if the other website 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.

[x] Under no circumstances is staff member-created content, apps, and services, including personal web pages/websites, to be used to post student progress reports, grades, class assignments, or any other similar class-related material. Employees are required to use the Board-specified website, app, or service (e.g., _____Skyward)

~~**[Progressbook/PowerSchool/Infinite Campus]**~~ for the purpose of conveying information to students and/or parents.

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

[x] If a staff member creates content, apps, and services, related to their/his/her class, it must be hosted on the Board's server or a District-affiliated server.

[x] Unless the content, apps, and services ~~contains~~ contains student personally-identifiable information, Board websites, apps, and web services that are created by students and/or staff members that are posted on the Internet should not be password-protected ~~password-protected~~ or otherwise contain restricted access features, whereby only employees, student(s), or other limited groups of people can access the site. Community members, parents, employees, staff, students, and other website users will generally be given full access to the Board's website(s), apps, and ~~web~~ services.

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

The District's website(s) and web pages, apps, and services must be hosted on Board-owned or District-affiliated servers. ~~School web pages/sites, apps and web services 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, apps, and web services by staff (x) and students ~~[END OF OPTION]~~.

The Board retains all proprietary rights related to the design of and content for its website(s) ~~web content~~, apps, and web services ~~that are hosted on Board owned or District affiliated servers~~, absent written agreement to the contrary.

In order for a student's school work (i.e., work that is created in a class, at school, or as part of a school-sponsored extracurricular activity) to be displayed on the Board's website, the student (who is eighteen (18) years of age or older) or the student's parent (if the student is seventeen (17) years of age or younger) must provide written permission and expressly license its display without cost to the Board ~~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.~~

Likewise, prior written permission from a student (who is eighteen (18) years of age or older) or the student's parent (if the student is seventeen (17) years of age or younger) is necessary for a student to be identified by name on the Board's website ~~Prior written parent permission is necessary for a student to be identified by name on the Board's website.~~

C. Website Accessibility

The District is committed to providing persons with disabilities an opportunity equal to that of persons without disabilities to participate in the District's programs, benefits, and services, including those delivered through electronic and information technology, except where doing so would impose an undue burden or create a fundamental alteration. The District is further committed to ensuring persons with disabilities are able to acquire the same information, engage in the same interactions, and enjoy the same benefits and services within the same timeframe as persons without a disability, with substantially equivalent ease of use; that they are not excluded from participation in, denied the benefits of, or otherwise subjected to discrimination in any District programs, services, and activities delivered online, as required by Section 504 and Title II of the ADA and their implementing regulations; and that they receive effective communication of the District's programs, services, and activities delivered online.

This policy reflects the Board's commitment and ~~The District adopts this policy to fulfill this commitment and affirm its~~ intention to comply with the requirements of Section 504 of the Rehabilitation Act of 1973, 29 U.S.C. Section 794, 34 C.F.R. Part 104, ~~and~~ Title II of the Americans With Disabilities Act of 1990, 42 U.S.C. Section 12131, and 28 C.F.R. Part 35 in all respects.

1. Technical Standards

The District will adhere to the technical standards of compliance identified at _____ **[insert link to District website]** www.vicksburgschools.org. The District measures the accessibility of online content and functionality according to the World Wide Web Consortium's (W3C's) Web Content Accessibility Guidelines (WCAG) 2.0 Level _AA____, and the Web Accessibility Initiative - Accessible Rich Internet Applications Suite (WAI-ARIA 1.1) for web content. () _____ **[insert another acceptable standard selected by the District - e.g., the Section 508 Information and Communication Technology Accessibility Standards published by the U.S. Access Board, which serves as the standards the Federal government uses for its own websites.**

[DRAFTING NOTE: While OCR currently (as of December 2022) recommends WCAG 2.0 Level AA, WCAG 2.1 is gradually becoming the standard courts cite as the ADA accessibility standard that public entities should use for websites, mobile applications, and digital content compliance. Further, W3C published a working draft of WCAG 2.2 in August 2020 and a Candidate Recommendation draft of WCAG 2.2 in September 2022; a final version of WCAG 2.2 is expected to be released in early 2023. The W3C states that WCAG 2.0 and 2.1 remain its recommendation, but version 2.2 should be used to maximize future applicability of accessibility efforts. The W3C also encourages the use of the most current version of

~~WCAG when developing or updating Web accessibility policies~~OCR recommends WCAG 2.0 Level AA.

2. Web Accessibility Coordinator

The Board designates its ~~()~~ Section 504/ADA Compliance Coordinator(s) **(x)** Technology Director ~~()~~ _____ **[END OF OPTIONS]** as the District's Web Accessibility Coordinator(s). That individual(s) is/are is responsible for coordinating and implementing this policy.

~~[SELECT OPTION #1 OR #2]~~

~~[] [OPTION #1]~~

See Board Policy 2260.01 for the Section 504/ADA Compliance Coordinator(s)' contact information.

[x] [OPTION #2]

The District's Web Accessibility Coordinator(s) can be reached at:

~~[INSERT NAME or TITLE, ADDRESS, E-MAIL, PHONE]~~

~~[END OF OPTIONS]~~

Director of Technology
Vicksburg Community Schools
301 S. Kalamazoo Street
Vicksburg, MI 49097
email: ~~dpucket@vicksburgschools.org~~
Telephone: (269) 321-1040

3. Third Party Content

Links included on the Board's website(s) or web services and apps that pertain to its programs, benefits, and/or services must also meet the above criteria and comply with State and Federal law (e.g. copyright laws, CIPA, Section 504, ADA, SOPPA, and COPPA). While the District strives to provide access through its website to online content provided or developed by third parties (including vendors, video-sharing websites, and other sources of online/digital content) that is in an accessible format, that is not always feasible. The District's administrators and staff, however, are aware of this requirement with respect to the selection of online content provided to students. The District's Web

Accessibility Coordinator(s) or designee ~~Coordinator or his/her designees~~ will vet online content available on its website(s), apps, and services that are ~~that is~~ related to the District's programs, benefits, and/or services for compliance with this criteria for all new content published on the District's website(s), apps, and services after adoption of this policy ~~placed on the District's website after adoption of this policy.~~

Nothing in the preceding paragraph, however, shall prevent the District from including links on the Board's website(s), apps, and services to:

- a. recognized news/media outlets (e.g., local newspapers' websites, local television stations' websites); or
- b. websites, services, and/or apps that are developed and hosted by outside vendors or organizations that are not part of the District's program, benefits, or services.

The Board recognizes that such third party websites may contain advertisements that are not age-appropriate ~~or not contain age-appropriate advertisements that are~~ consistent with the requirements of Policy 9700.01, AG 9700B, and State and Federal law.

4. Regular Audits

The District, under the direction of the Web Accessibility Coordinator(s) or ~~his/her/their~~ designees, will, at regular intervals, audit the District's online content and measure this content against the technical standards adopted above.

~~[] [OPTION]~~

~~This audit will occur no less than once every two (2) years.~~

~~[END OF OPTION]~~

If problems are identified through the audit, such problems will be documented, evaluated, and, if necessary, remediated within a reasonable period of time.

5. Reporting Concerns or Possible Violations

If a person accessing the District's website(s), apps, or services (e.g., a student, prospective student, employee, guest, or visitor) ("user") believes that the District has violated the technical standards identified above in its online content, the user may contact a/the Web Accessibility Coordinator with any accessibility concerns. The user may also file a formal complaint utilizing the procedures set out in Board Policy 2260.01 relating to Section 504 and Title II ~~if any student, prospective student, employee, guest, or visitor believes that the District has violated the technical standards in its online content, s/he may contact the Web Accessibility Coordinator with any accessibility concerns. S/he may also file a formal complaint utilizing the procedures set out in Board Policy 2260 and Policy 2260.01 relating to Section 504 and Title II.~~

D. Instructional Use of Apps and Web Services

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

~~[SELECT OPTION #1 or #2]~~

~~[] [OPTION #1]~~

The Board requires the ~~() Superintendent ()~~ _____ pre-approve each app and/or web service that a teacher intends to use to supplement and enhance student learning. To be approved, the app and/or web service must have a

~~FERPA-compliant privacy policy, as well as comply with all requirements of the Children's Online Privacy Protection Act (COPPA), Student Online Personal Protection Act (SOPPA), and the Children's Internet Protection Act (CIPA) () and Section 504 and the ADA.~~

[END OF OPTION #1]

x] [OPTION #2]

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

[END OF OPTION #2]

The Board further requires **(x)** the use of a Board-issued e-mail address in the login process.~~() prior written parental permission for a student seventeen (17) years of age or younger to use the to use a student's personal e-mail address in the login process.~~

E. Training

The District will provide~~() annual~~ **(x)** periodic training for its employees who are responsible for creating web content or distributing information online~~or distributing information with online content~~ so that these employees are aware of this policy and understand their roles and responsibilities with respect to web design and creation and/or uploading of~~design,~~ documents and multimedia content.

F. One-Way Communication Using District Website(s),~~Content,~~ Apps, and Services

The Board approves the use of its website(s)/web pages~~The District is authorized to use web pages/sites,~~ apps, and services to promote school activities and inform stakeholders and the general public about District news and operations.

Such communications constitute public records that will be archived.

When the Board or Superintendent designates communications distributed via District web pages/websites, apps, and web services to be one-way communication, public comments are not solicited or desired~~;~~ and the website(s), apps, or services are~~website, app or web service is~~ to be considered a nonpublic forum.

If the District uses an app and/or ~~web~~ service that does not allow the District to block or deactivate public comments~~(e.g., Facebook, which does not allow comments to be turned off, or Twitter, which does not permit users to disable private messages or mentions/replies)~~, the District's use of that app and/or service~~apps and web service~~ will be subject to Policy 7544 – Use of Social Media unless the District is able to automatically withhold all public comments.

If unsolicited public comments can be automatically withheld, the District will retain the comments in accordance with its adopted record retention schedule (see AG 8310A – Public Records, and AG 8310E – Record Retention and Disposal), but it will not review or consider those comments.

[DRAFTING NOTE: Districts are advised to adopt a new category of records that covers such "hidden public comments" on social media. Unless dictated by State law, retention periods established by the district for such unsolicited communications should be limited.]

Last Modified by Chris Rice on April 12, 2023