

Rocky River City School District  
Administrative Guidelines

## **7540.02 - WEB-PAGE SPECIFICATIONS**

These guidelines and AG 5723 and AG 7540 and Form 7540.03 F1, Form 7540.04 F1, and Form 7540 F4 will apply to all web pages hosted on the Board's servers, whether created by schools, departments, staff, students, or other persons. The Superintendent or his/her designee retains final editorial authority over all content placed on the Board's servers and displayed on the Board's web site. The Superintendent or his/her designee has the right to remove pages or links from any web page based upon his/her determination of inappropriate content.

The District's web site(s) is/are intended to serve as instructional, communication, and public relations tools. The web pages aim to provide timely, supportive and educational information to the students, staff and the Rocky River community. The web site(s) are created in order to provide easy access to a wide variety of rich media and educational resources that directly support student achievement, professional development, and organizational effectiveness.

### **Keep Your Web Site Current**

- A. Pages should be checked regularly to verify that links are working and meet Board standards. Check to make sure all internal and external links work properly.
- B. Remove expired date-related items.
- C. Maintain and update files by removing unneeded or outdated files.

### **Grammar and Spelling**

- A. All pages should be grammatically correct.
- B. All words should be spelled correctly - web pages should be spell checked.

### **Intellectual Property**

- A. All web-site authors must follow applicable and existing intellectual property laws (copyright and trademark) pertaining to the use of text, images, video, audio/sounds, and hyperlinks to other web sites/pages. (see AG 2531)
- B. The Board retains proprietary rights to web sites/pages hosted on its servers, absent written authorization to the contrary.

### **Use of Student Names, Pictures, Original Work, and E-mail Addresses**

The Board will allow the use of photographs of students, names of students, and displaying original work of students on web sites in accordance with the following guidelines:

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Identifiable photographs of students and/or student's first names may be placed on the Internet only after the appropriate release form has been signed by the parents or guardians. [NOTE: The FBI recommends that schools not post: children's names or photos; personal information about students; activity schedules. If a school publishes student pictures on the Internet, the FBI recommends only posting distant group pictures, angled heads, and faces should be unidentifiable.]

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Last names of students and students' e-mail addresses should never be used.

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Original work by students such as art work, poetry, essays, performances, etc. may be placed on the web site only after the appropriate release form has been signed by the parents or guardians.

#### Prohibited Uses

Under no circumstances may a web page hosted on the Board's servers 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 contained on the District's web site may:

- A. 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;
- B. link to a web site of another organization if the other web site includes such a message; or
- C. communicate information that supports or opposes any labor organization or any action by, on behalf of, or against any labor organization;
- D. include defamatory, libelous, or obscene matter;
- E. promote alcoholic beverages, cigarettes or other tobacco products, or any illegal product, service, or activity;
- F. promote illegal discrimination on the basis of race, color, religion, national origin, disability, age or ancestry.

Additionally, no web pages may contain obscene, profane, vulgar, sexually explicit, defamatory, harassing or abusive language, or be utilized to intimidate or bully another person.

## Content for the District's Web Site(s)

All subject matter on web pages must relate to curriculum, instruction, school-authorized activities, general information, supporting student safety, growth and learning, or public information of interest to others. The following information/content may be addressed in the District's web site(s):

- A. School Information
  - Contact information
    - 1. Name
    - 2. Physical address
    - 3. E-mail
    - 4. Web address
- B. School Background
  - 1. History
  - 2. Mission
  - 3. Song
  - 4. Logo
- C. School Accomplishments
  - 1. Awards
  - 2. Achievement
  - 3. Grants
  - 4. Special thanks
- D. School Announcements
  - 1. Events
  - 2. Lunch menus
- E. News and Information
  - 1. Newspaper
  - 2. Ezines
  - 3. Announcements – closings (e.g., snow days)
  - 4. Employment opportunities
- F. School Policies and Procedures
  - 1. Mission
  - 2. Philosophy
  - 3. Handbooks
  - 4. Curriculum guides
  - 5. Policies
  - 6. Programs
- G. People Information
  - 1. Staff/Administration
    - a. Principal welcome
    - b. Directory (name, position, contacts)
  - 2. Teacher pages
    - Directory (name, position, contacts)
  - 3. Class or Grade Level Pages

- a. Classroom
  - b. Projects
  - c. Assignments
- H. Support Departments
  - 1. Content area departments
  - 2. Library/Media
  - 3. Technology
  - 4. Health Services
  - 5. Art and Music
  - 6. Sports
  - 7. Clubs
  - 8. Special programs (special education, etc.)
- I. Curriculum Connections
  - 1. Student resources
    - a. Assignments
    - b. Course information
    - c. Projects
  - 2. Teacher resources
    - a. Lesson plans
    - b. Professional development
  - 3. Parent resources  
Parenting resources
  - 4. Curriculum Materials  
Online curriculum materials – lessons, activities, homework
  - 5. Grades
  - 6. Community Information and Outreach
    - a. PTA
    - b. Alumni
    - c. Ed Foundation
    - d. Library
  - 7. Call for Participation
    - a. Volunteers
    - b. Gather information/feedback from parents and  
community

Neither staff nor students may publish on the District's web site(s) personal pages or pages for individuals or organizations not directly affiliated with the District.

#### Disclaimers

Links to the following disclaimers shall be utilized as appropriate on the District's Web pages:

Links:

"The Rocky River School District makes every effort to insure that all links are operational and all information is accurate, appropriate and of high quality. The District expects that these standards are met. The viability of links that are not created through our District cannot be guaranteed."

Approved 2/19/09