

# *NOVATO UNIFIED SCHOOL DISTRICT*

## *Board Policy*

Series 1000

BP 1113

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### COMMUNITY RELATIONS

#### WEB SITES

To enhance communication with students, parents/guardians, staff, community members and the public at large, the Governing Board encourages the development and ongoing maintenance of district and school web sites on the Internet. Web sites shall support the educational vision of the district and shall be consistent with the district's plans for communications and media relations.

- (cf. 4040 – Employee Use of District resources)
- (cf. 5124 – Communication with Parents/Guardians)
- (cf. 5145.2 – Freedom of Speech/Expression: Publications Code)
- (cf. 6010 – Goals and Objectives)
- (cf. 6145.5 – Student Organization and Equal Access)
- (cf. 6163.4 – Student Use of Technology)

The Superintendent or designee shall develop guidelines regarding the content of district and school web sites which shall include standards for the ethical and responsible use of information and technology. These guidelines shall be consistent with law, Board policy and administrative regulation.

District and school web sites shall not include content which is obscene, libelous or slanderous, or which creates a clear and present danger of inciting students to commit unlawful acts, violate school rules or substantially disrupt the school's orderly operation.

Non-school sponsored clubs or organizations may not use school or district names. No district or school web sites may have direct links to external sites that do not follow the same guidelines applicable to district and school web sites.

District or school web sites shall not violate copyright laws in the use of material on district or school web sites.

Web site content shall protect the privacy rights of students, parents/guardians, staff, Board members and other individuals.

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No personal information about students, including phone numbers, home addresses or e-mail addresses, shall be posted on a school web page. No personal information about parents shall be posted on a school web page without their permission. Individual photographs and/or full names of elementary or middle school students shall be used only with written permission from the students' parents/guardians.

Home addresses or telephone numbers of staff members shall not be posted.

District and school web sites shall not post the home address or telephone number of any elected or appointed official without the prior written permission of that individual. (Government Code 6254.21) (cf. 1100 - Communication with the Public)

Individual photographs and / or full names of school resource officers shall not be posted.

The Superintendent or designee may establish standards for the design of district and school web sites in order to maintain a consistent identity, professional appearance and ease of use.

Staff and students may submit materials for web site publication to the district or school webmaster who shall ensure that the content adheres to district guidelines and policies.

### **Legal References:**

#### **EDUCATION CODE**

- 35182.5 Contracts for advertising
- 35258 Internet access to school accountability report cards
- 48907 Exercise of free expression; rules and regulations
- 48950 Speech and other communication
- 49073 Release of directory information
- 60048 Commercial brand names, contracts or logos

#### **GOVERNMENT CODE**

- 3307.5 Publishing identity of public safety officers
- 6254.21 Publishing addresses and phone numbers of board members

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### **UNITED STATES CODE, TITLE 17**

101-1101 Federal copyright law

### **UNITED STATES CODE, TITLE 20**

1232g Federal Family Educational Rights and Privacy Act (FERPA)

### **CODE OF FEDERAL REGULATIONS, TITLE 16**

312.1-312.11 Children's Online Privacy

### **COURT DECISIONS**

Aaris v. Las Virgenes Unified School District, (1998) 64 Cal.App.4th 1112

Perry Education Association v. Perry Local Educators' Association, (1983)  
460 U.S. 37

Board of Education, Island Trees Union Free School District, et.al. v.  
Pico, (1982) 457 U.S. 853

Board Approved: July 2000, Revised May 7, 2002, Revised June 1, 2004

# ***NOVATO UNIFIED SCHOOL DISTRICT***

## *Administrative Rules and Regulations*

Series 1000

AR 1113

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### COMMUNITY RELATIONS

#### WEB SITES

District and school web sites shall provide current and useful information regarding district programs, activities and operations. Such information shall be appropriate for both internal and external audiences.

The Superintendent or designee shall make the information contained in the School Accountability Report Card accessible on the Internet and shall ensure that such information is updated annually. (Education Code 35358). (cf. 0510 – School Accountability Report Card).

Principal or adult designee shall be familiar with the district web site policy.

Principal or adult designee must review web page content for appropriateness prior to posting. They must maintain required permission for all student information posted. School Web sites will be linked from district web page.

School Web site addresses shall be posted under the district domain (i.e. nusd.marin.k12.ca.us/hamilton). In addition, a school may register and maintain their own domain as an .org or .net (.com denotes a commercial enterprise and is not appropriate).

Access and password control to a school web site will be limited to the school principal or adult designee.

All links on school or district web pages must be checked periodically for appropriateness.

No commercial advertising or advertising fund raising links may be posted on school or district web sites.

Students, staff or other individuals may not use district or school web sites to provide access to their personal web pages or online services. Teachers may develop a website for their classroom.

# ***NOVATO UNIFIED SCHOOL DISTRICT***

## ***Administrative Rules and Regulations***

Series 1000

AR1113

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If any copyrighted material is posted on a district or school web site, the web site shall include a notice crediting the original producer of the material and noting how and when permission to reprint the materials was granted. (cf. 6162.6 – Use of Copyrighted Materials).

Students should be encouraged to participate in web page development as much as possible.

Parent volunteers are a valuable resource. Their support should be encouraged and used as a resource in working with students.

**Board Approved: July 2000, Revised May 7, 2002; June 1, 2004**

# **NOVATO UNIFIED SCHOOL DISTRICT**

## *Exhibit A*

Series 1000

EX 1113A

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### COMMUNITY RELATIONS

## **PARENT/GUARDIAN PERMISSION**

### ELEMENTARY/MIDDLE SCHOOL STUDENTS

I give permission for the Novato Unified School District to use the following on the district and/or school websites.

#### PLEASE INITIAL:

\_\_\_\_\_ my child's individual photograph with my child identified by first and last name.

\_\_\_\_\_ my child's individual photograph without his/her name

\_\_\_\_\_ my child identified by first and last name as part of a group photo.

\_\_\_\_\_ my child without his/her name as part of a group photo.

CHILD'S NAME \_\_\_\_\_

PARENT/GUARDIAN NAME \_\_\_\_\_

PARENT/GUARDIAN SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

COMMENTS: