

Community Relations

SUBJECT: STANDARDS AND GUIDELINES FOR WEB PAGE PUBLISHING

General Criteria

The availability of Internet access at Southern Westchester BOCES ("SWBOCES") provides an opportunity for staff and students to access information and contribute to SWBOCES' online presence. SWBOCES/school/classroom websites must relate to curriculum or instructional matters, school authorized activities, or general information of interest to the public pertaining to SWBOCES or its schools. Staff and students are prohibited from publishing personal home pages or links to personal home pages as part of SWBOCES/school/classroom Web Page(s). Similarly, no individual or outside organization will be permitted to publish personal Web Pages as part of SWBOCES/school/classroom Web Page(s).

Internet access for the creation of Web Pages is provided by SWBOCES and all information must be reviewed by the Web Master prior to publishing it on the Web. Personnel designing information for the Web Pages must familiarize themselves with and adhere to SWBOCES standards and guidelines contained in this policy. Failure to follow SWBOCES standards and may result in disciplinary sanctions in accordance with law and/or the applicable collective bargaining agreement.

SWBOCES will ensure that any and all notifications and documents required by law, regulation, or SWBOCES policy to be posted on its website will be published.

Content Standards

- a) Approval for posting a Web Page must be obtained from the Webmaster or his or her designee(s). If at any time, the Webmaster or designee(s) believes the proposed material does not meet the standards approved by SWBOCES, it will not be published on the Web. Decisions regarding access to active Web Pages for editing content or organization will be the responsibility of the Webmaster or designee(s).
- b) A Web Page must be authorized by the Webmaster or designee(s) who will be responsible for its content, design, currency and maintenance. The Webmaster is responsible for ensuring that those constructing and maintaining the Web Page have the necessary technical training and that they fully understand and adhere to SWBOCES policies and regulations. The Web Page will include the name of the creator.
- c) Staff or student work should be published only as it relates to a school/classroom authorized project or other school-related activity, and in compliance with any and all relevant laws, rules, and regulations.
- d) The review of a Student Web Page (if considered a school sponsored student publication) will be subject to prior SWBOCES review as would any other school sponsored student publication.

(Continued)

Community Relations

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- e) An authorized teacher who is publishing the final Web Page(s) for himself or herself or for a student will edit and test the Page(s) for accuracy of links and check for conformance with Southern Westchester BOCES ("SWBOCES") standards and practices.
- f) Commercial advertising or marketing on the SWBOCES/school/classroom Web Page(s) (or the use of school-affiliated Web Pages for the pursuit of personal or financial gain) will be prohibited unless otherwise authorized in accordance with law and/or regulation. Decisions regarding website advertising must be consistent with existing SWBOCES policies and practices on this matter. School-affiliated Web Pages may mention outside organizations only in the context of school programs that have a direct relationship to those organizations (e.g., sponsorship of an activity, student community service project).
- g) Web Pages may include faculty or staff names; however, other personal information about employees including, but not limited to, home telephone numbers, addresses, email addresses, or other identifying information such as names of family members may be published only with the employee's written permission.
- h) All Web Pages must conform to the standards for appropriate use found in the SWBOCES' Acceptable Use Policy(ies) and accompanying regulations regarding standards of acceptable use; examples of inappropriate behavior; and compliance with applicable laws, privacy, and safety concerns.
- i) All staff authorized to publish material on the SWBOCES/school/classroom Web Page(s) must adhere to best practices and protocols related, but not limited to, ADA compliance as shared by the Webmaster and agree to comply with these practices and protocols prior to posting any material on the Web.

Release of Student Education Records/Directory Information

SWBOCES will not permit students' personally identifiable information to be posted on any SWBOCES Web Pages unless the posting is consistent with the Family Educational Rights and Privacy Act (FERPA) and SWBOCES policy.

Use of Copyrighted Materials and Fair Use Exceptions

Copyrighted Materials

All employees and students are prohibited from copying materials not specifically allowed by the copyright law, Fair Use guidelines, licenses, or contractual agreements, or the permission of the copyright proprietor. Web Page publications must include a statement of copyright when appropriate and indicate that permission has been secured when including copyrighted materials, or that the publication is in accordance with the Fair Use provisions of the Copyright Law.

(Continued)

Community Relations

SUBJECT: STANDARDS AND GUIDELINES FOR WEB PAGE PUBLISHING (Cont'd.)

Consequences for Non-Compliance

Web Pages that do not comply with the above criteria are subject to revocation of approval and removal from the SWBOCES/school/classroom websites.

Staff

Faculty or staff posting non-approved or inappropriate material on a school-affiliated website are subject to discipline, including possible suspension or revocation of access to SWBOCES' computer network, in accordance with law and applicable collective bargaining agreements. In the case that a violation may constitute a criminal offense, it will be reported to the appropriate authorities.

Students

Students posting non-approved or inappropriate material on a school-affiliated website are subject to discipline, including possible suspension or revocation of access to the SWBOCES' computer network, in accordance with applicable due process procedures and SWBOCES' *Code of Conduct*. In the case that a violation may constitute a criminal offense, it will be reported to the appropriate authorities.

Oversight

The Superintendent or designee will have the authority to approve or deny the posting of any proposed Web Pages on school-affiliated websites based upon compliance with the terms and conditions set forth in this policy as well as applicable SWBOCES practices and procedures.

Digital Millennium Copyright Act (DMCA), 17 USC §§ 101 et seq., 512 and 1201 et seq.
Family Educational Rights and Privacy Act of 1974, 20 USC § 1232(g)
34 CFR Parts 99 and 201

NOTE: Refer also to Policies #7241 -- Student Directory Information
#8350 -- Use of Copyrighted Materials

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