



## **Park City School District District Web Sites**

### **Summary**

Web access should be open. The district's network is a way to access and share information, and distributes speech and expression. The district does not participate in forming the content of any communications other than those made by authorized people and employees on behalf of the district. These communications must be consistent with the district's instructional, and administrative activities and the District's educational vision.

All official school and district sites must be hosted on Park City School District web servers. Anyone using the district's computer/network resources for any reason is expected to abide by the Acceptable Use Guidelines (District Policy 9110) as well as the User Responsibility/Protocol that appears below. All school web pages hosted on district servers are the responsibility of the building administrator. Problem situations will be dealt with in accordance with district disciplinary policies, and where applicable, legal authorities will be notified.

The district is accountable to the taxpayers of the Park City School District, Summit County, and the state of Utah for proper use of its Web pages.

Web pages published on the district's servers present an image of the district to the world and therefore official district pages must undergo the same scrutiny and careful preparation given to any other form of official district publication.

### **Procedure**

#### **User Responsibility/Protocol**

The district's computers, network and Internet services shall be used in a manner consistent with the district's policies, vision, and educational goals. Any activities not consistent with these objectives are considered to be inappropriate and may jeopardize continued use of the computer resources.

To be authorized to use the district's computers, network and Internet services, users must understand and agree to the following:

1. Any use of these resources for the advertising or sale of any non-district products or

services must be screened by the site Parent Teacher Student Organization and approved by the building administrator.

2. When using these resources, all users agree not to infringe or otherwise impair, interfere with or violate any copyright or other intellectual property rights of another. Violators agree to be responsible for all liability and other claims resulting from such violation and shall indemnify and hold harmless the district from any costs, expenses or liability that might be asserted or imposed on any of its officers, agents, or affiliates as a result of this violation.
3. Building administrators are responsible for creating an approval process for content to be posted on the school's website.

Each school is encouraged to be responsible for the development and updates of their pages. Content should reflect school activities, student work, special projects or aspects of the community served by the school. Published content should be meaningful and timely.

1. All work published on Park City School District servers should be free of grammatical and spelling errors.
2. Each school is responsible for acquiring the Park City School District Publications, Video, Internet Consent and Release Agreement prior to posting any student's name, picture, art, written work, voice, verbal statements or portraits (video or still) on the school's web pages. This form must be signed by the parents and filed at the campus. Building administrators are responsible for creating an approval process for content to be posted on the school's website.

## **Web Page Requirements**

1. Pages that contain time-sensitive information, such as: calendars, school events, staff information, must be updated monthly to insure current, accurate information.
2. Web pages must be checked monthly to make sure that links work.
3. All web pages must use the district content management system unless otherwise authorized by the district webmaster.
4. Contents of the Park City School District web servers must be for educational use only. Contents of the site should give information and promote school activities (PTSO/PTO/PTA), classes, staff, departments, sports, school projects, calendars, volunteering opportunities, etc.)
5. External links (Links to sites and content that are not hosted on an official Park City School District web server) are limited as follows:
  - a. Certain fundraising information and links may be allowed, such as "shopforschool.com" or "marketday.com". These company links should have approval district-wide. All other commercials, commercial transactions, or advertisements are prohibited on school pages.
  - b. Educational links are allowed as approved by the building administrator.
  - c. Note: In all cases where an "external link" (link to a site or content that is not

hosted on an official Park City School District web server), is used on a school's web site, a disclaimer statement must be present on the school's main navigation page and stating that the Park City School District is not responsible for contents of external sites or servers.

6. Teachers may post classroom pages on their school's web site using the District provided teacher page management system.
7. Files hosted on the Park City School District web server(s) and hyperlinks from these files may not contain information that is in violation of (or promotes the violation of) any district policy or regulation nor any local, state, or federal regulation or law.
8. Staff members' Park City School District email addresses can be posted, as public information, on each school's web site.
9. The following student information is generally acceptable to include, if parent(s) have given permission/consent to use it per district release form, on a school's web page.
  - a. Elementary students (Grades K – 5): Student's picture or work with first name, or first name and last initial
  - b. Secondary students (Grades 6 – 12): Student's picture or work with first and last name, or first name and last initial, or first name.
  - c. No other personal information about a student may be published, such as e-mail address, phone number, home address.
10. Parent-teacher-student organizations and associations (PTSO/PTO/PTA) web sites can be hosted on district servers under the supervision of the school principal.
  - a. Sites must have the approval of a building administrator
  - b. Sites will be hosted as a section of the relevant school site, using the district web management system.
  - c. The PCSD webmaster and local school web contacts will assist with updates, and would train organization personnel on direct updating.
11. The following items are specifically prohibited.
  - a. Unauthorized use of copyrighted material is prohibited.
  - b. Personal information about staff and parent volunteers: non-district email addresses, non-district mailing address, and non-district phone numbers except as approved by the building principal. Example: PTSO/PTO/PTA, booster organization, officer/contact requests to have their personal email address listed in the appropriate area on the school's page(s) and principal approves the request. Note: Pictures and names of staff and parent volunteers will be allowed with principal's approval.
  - c. Student personal contact information of any kind.
  - d. Links to staff, volunteer or student personal home pages.
  - e. Guest books, chat areas, message boards, or similar.
  - f. Links to sites that are not accessible inside the network (through the Park City School District filtering system).

## **Teacher Web Pages**

District teacher pages are for professional, not personal use, and should be created for the target audience of parents and students for the purpose of communicating to them information about the classes you teach.

The page should include:

- Teacher's name
- Teacher's school email address
- Subjects taught and any pertinent information about those subjects, including a disclosure statement
- Teacher picture
- No more than 6 pictures per page; each picture a max size of 400 x 400 pixels

The teacher on a monthly basis should check any links to outside websites to be sure they are still functional.

Because we strive to keep our district site up-to-date and relevant, all dated material (i.e. assignments, events, etc.) on teacher pages must be kept current; pages that are more than 30 days out-of-date will be unpublished (content will be stored, but the page will not be visible to the public) until a teacher has time to make corrections.

We have provided a simple way for teachers to create and publish a page and hope that this will be a helpful means of communication to both students and parents.

Questions or suggestions for improvements can be directed to the district webmaster.

## **School Calendars on the Web**

School calendars are an important communication tool, providing basic scheduling information to parents, students, and the community. All school websites in the district will be provided with a space for publishing calendar information using the district provided software. A contact will be identified at each school who will be responsible for maintaining the calendar throughout the school year.

Calendar usage should fall under the following guidelines:

- Events listed should include, but are not limited to, conferences, major tests, school closures, PTO/PTA meetings, and special events such as programs, plays, and concerts.
- The calendar is designed for month-at-a-glance type events, and should not be used for

basic daily schedules.

- Keep in mind that the target audience is parents, students, and the community. Events that are strictly for teachers or staff should be listed elsewhere.
- An initial base calendar including most district closures and major testing events will be set up by the district webmaster for each school at the beginning of the school year.

## **Web Technologies Supported on District Servers**

The district has developed a web content management system that is to be used for all district web sites. This system has been created to insure a consistent look and feel across all district web pages, and to simplify the process of updating content. Any other use of district web resources (direct HTML, streaming media, etc.) must be approved by the district webmaster.