

WEB CONTENT, SERVICES AND APPS

The Board authorizes the creation of websites by staff and students of the Academy to be published on the Internet. The creation of websites by students must be done under the supervision of a professional staff member. These websites must reflect the professional image of the Academy, its personnel, and students. The content of all pages shall be consistent with the Board's Mission Statement and subject to prior approval of the Educational Service Provider.

The Board intends that its websites shall be accessible to all and comply with Policies 2260 and 2260.01. While not all web pages can be made totally accessible, the Board will strive, to the extent technologically and economically feasible, to make its website(s) as accessible as possible. Individuals responsible for designing, developing and producing web pages, including any third party providers engaged by the Board, are expected to employ universal design principles to create websites that allow persons with disabilities to access the information and content.

The academy compliance officers identified as Susie Schlehuber, Head of School, shall be the web accessibility coordinator(s) and the reporting processes outlined therein should be followed if a person wishes to report a complaint about the academy website(s).

The purpose of such websites is to educate, inform, and communicate. The following criteria should be used to guide the development of websites:

- A. Content should be suitable and usable for students and teachers to support the curriculum and the Board's educational goals and objectives as listed in the Board's Strategic Plan.
- B. Content should inform the community about the Academy, teachers, students, or departments, including information about curriculum, events, class projects, student activities, and departmental policies.
- C. Content should provide an avenue to communicate with the community.

The information contained on the Web site should reflect and support the Board's Mission Statement, Educational Philosophy, and the School Improvement Process.

When the content includes a photograph or information relating to a student, the Board will abide by the provisions of Policy 8330 - Student Records.

All links included on the pages must also meet the above criteria and comply with State and Federal laws (e.g., copyright laws, Children's Internet Protection Act), ADA, Student Online Personal Protection Act (SOPPA) and Children's Online Privacy Protection Act (COPPA)). Nothing in this paragraph shall prevent the Academy from linking the Board's website to (1) recognized news/media outlets (e.g., local newspapers' websites, local television stations' websites) or (2) to websites that are developed and hosted by outside commercial vendors pursuant to a contract with the Board. The Board recognizes that such third party websites may contain age appropriate advertisements that are inconsistent with the requirements of Policy 9700.01, AG 9700B, and State and federal Law.

Under no circumstances is a website to be used for commercial purposes advertising, political lobbying, or providing financial gains for any individual. Included in this prohibition is the fact no

webpages contained on the Academy's website may: (1) include statements or other items that support or oppose a candidate for public office or a ballot proposal, 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; (3) communicate information that supports or opposes any labor organization or any action by, on behalf of, or against any labor organization; or communicate a political position or advocate for an issue.

Under no circumstances is a staff member-created webpage/site including personal webpages/sites, to be used to post student progress reports, grades, class assignments, or any other similar class-related material. The board maintains its own website (e.g., [Progressbook]) that employees are required to use for the purpose of conveying information to students and/or parents.

Staff members are prohibited from requiring students to go to the staff member's personal webpages/sites (including, but not limited to, their Facebook or MySpace pages) to check grades, obtain class assignments and/or class-related materials, and/or to turn in assignments. If a staff member creates a webpage/site related to his/her class, it must be hosted on the Board's server.

Unless the webpage/site contains student personally identifiable information, Board websites that are created by students and/or staff members that are posted on the Internet should not be 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 sites created pursuant to this policy.

Such websites should address both internal and external audiences who will view the information. Academy websites must be located on Board-affiliated servers.

The Board retains all proprietary rights related to the design of websites and/or pages hosted on the Board's servers, absent written agreement to the contrary.

Students who want their class work to be displayed on the Board's Web site must have written parental permission and must expressly license the display without cost to the Board. Prior written parental permission is necessary for a student to be identified by name anywhere on the Board's website.

The Educational Service Provider shall prepare Administrative Guidelines defining the standards permissible for web site use.

Adopted 4/9/15
Revised 2/13/17; 2/19/18