

Instruction

World Wide Web

The Edina Public Schools website was established to provide a learning experience for staff and students and an opportunity to communicate with parents, the community, and Internet users, the learning activities of the Edina Public Schools and Edina Community Education Services.

The superintendent or designee will appoint a district webmaster, responsible for maintaining the official district website and monitoring all district web activity. The district webmaster will report to the director of district media and technology services. The district's Web Advisory Committee will develop style and content guidelines for official district and school web materials, as well as the procedures for the placement and removal of such materials. The content of the district website and school websites must support and promote the mission of the Edina Public School District. All official school material will be consistent with the district style and content guidelines, and preapproved by the school webmaster.

All Edina teaching staff will have a web presence in order to support curriculum and instruction-related class activities and to communicate with parents and students.

Staff and students who design pages for the district's website are expected to abide by this policy and procedures, in addition to Policy and Procedure 6161.2, Acceptable Use of the District's Computer Network, and copyright law of the United States (Title 17 U.S. Code).

Policy
adopted: 1/26/98
amended: 4/17/06

INDEPENDENT SCHOOL DISTRICT 273
Edina, Minnesota

Instruction

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The Edina Public Schools will establish district and school websites. These procedures provide direction and establish criteria for website development, maintenance, and supervision.

A. District Website

1. The district will establish a website. Material appropriate for placement on the district website shall include: district information, school information, teacher or class information, the district curriculum and curriculum-related resources, approved student projects, extracurricular organization information and Edina Community Education Services activities. Personal and noneducationally-related information will not be allowed on the website.
2. The superintendent or designee will appoint a district webmaster responsible for maintaining the official district website and monitoring all district web activity. The district webmaster will report to the director of district media and technology services. The district's Web Advisory Committee will develop style and content guidelines for official district and school web materials, and develop procedures for the placement and removal of such material. The Web Advisory Committee will consist of the director of communications and public affairs, district office and school webmasters, and the district-designated webmaster. It will be chaired by the director of media and technology services.
3. Content of the district website and school websites must support and promote the mission of Edina Public School District. The district webmaster will be responsible for monitoring all web pages on the district and school websites. Inappropriate and questionable content will be pulled down off the web. Requests for reinstatement of materials on the website may be made to the director of media and technology services. Challenges to the website content by district staff, parents, or community members will be processed through Board policies 1312 and 6144 for reconsideration of the material.
4. The district website will provide students, staff, and parents with a web portal to classroom-related calendars, grades, attendance, assignments, and resources.

B. School Website

1. The building principal will appoint and supervise a school webmaster(s) who is responsible for managing the school website and monitoring class, teacher, and extracurricular web pages. All official school material will be consistent with the district style and content guidelines and preapproved by the school webmaster. Content of school websites must support and promote the mission of the Edina Public School District. The school webmaster and building principal may develop guidelines unique to their school's mission with assistance from the district's Web Advisory Committee.

Instruction

World Wide Web (continued)

2. When a parent or nonlicensed staff serves as the school webmaster, a professionally licensed staff member, appointed by the principal, will serve as co-webmaster to oversee content and operation.

C. Teacher Web Pages

1. All teachers will establish a web page(s) that supports curriculum and instruction-related class activities and that provides a resource for other teachers. Teacher web pages will be used to communicate relevant classroom information to students and parents. Teachers will be responsible for maintaining the content of their classroom and/or educational resource sites. Teachers will be responsible for maintaining the content of their classroom and/or educational resource sites.
2. Teacher web pages will not be considered official district web pages, but will be developed in such a manner to support and promote the mission of the Edina Public School District. District guidelines for the development of web pages will be followed. Student web pages resulting from classroom projects will be posted on the respective teacher's web page. Individual school webmasters will oversee and maintain teacher-designed web pages.
 - a. Students may create a limited number of web pages as part of a class activity with teacher supervision. Material presented on a student-designed web page must meet the educational objectives of the class activity.
 - b. Removal of material that fails to meet established educational objectives, district website guidelines, that is in violation of a provision of the Acceptable Use procedures or student disciplinary code will not be considered a violation of a student's right to free speech.
 - c. The district will provide web development software and access to the district's web portal. Secondary staff will use the web portal to communicate with parents and students. This portal will be considered their web presence. Information on the secure web portal will include, but is not limited to, a classroom calendar, grades, assignments, and curriculum-related resources.
 - d. Student web pages for class projects must include the following notice: "This is a student web page. Opinions expressed on this page shall not be attributed to the Edina Public Schools or [school name]."
 - e. The classroom teacher and webmaster will approve the content of class project Web pages. Student web pages will be removed at the end of each quarter unless special arrangements are made. A notice will be provided to students prior to such removal.

Instruction

World Wide Web (continued)

D. Department and Nonteaching Web Pages

1. Nonteaching staff may work with building or department webmasters to develop web pages that provide a resource for educational or professional use. Nonteaching staff will be responsible for maintaining their resource sites. Their web pages will not be considered official district web pages, but will be developed in a manner which is consistent and supports district guidelines.
2. Department web pages will be considered official documentation. The department's designated webmaster will oversee and maintain the content of department web pages.

E. Cocurricular Organization Web Pages

1. With the approval of a building principal and director of district media and technology services, School Board-sanctioned cocurricular organizations may establish web pages. Material presented on the cocurricular organization web page must relate specifically to organization activities. The building or district webmaster will oversee and maintain the content of these web pages.
2. Sanctioned organization web pages must include the following notice: "This is a cocurricular organization web page. Opinions expressed on this page shall not be attributed to the Edina Public Schools or [school name]."

F. Web Page Requirements

1. District Acceptable Use procedures and School Board policies govern material placed on the Edina web page.
2. Web pages will be designed using the guidelines established by the district's Web Advisory Committee. The guide is available from the district webmaster at District Media and Technology Services.
3. Web pages shall not contain the address or phone numbers of students. A first name or a first name with the first letter of the last name is preferred, for security reasons.
4. The procedure for the display of photographs or videos of any identifiable student or staff member on the district's website shall be consistent with Board policy.
5. The web page shall not contain copyrighted or trademarked material belonging to others unless written permission to display such material has been obtained from the owner. There will be no assumption that the publication of copyrighted material on a website is within the fair use exemption.

Instruction

World Wide Web (continued)

6. Staff engaged in producing web pages using materials from other websites must provide the school webmaster with e-mail or printed copyright permissions to file before the web pages are actually published. In the case of public domain documents, printed evidence must be provided to document the status of the material.
7. The failure of a site to display a copyright notice may not be interpreted as permission to copy the materials. Only the copyright owner may provide the permission.
8. Material placed on the website is expected to meet academic standards of proper spelling, grammar, and accuracy of information.
9. Students may retain the rights to the material they create that is posted on the web. Copyright on materials created by staff using district equipment and/or on district time is the property of the Edina Public Schools.
10. The first web pages of the district and school website will carry a stamp indicating when it was last updated. Updating will be automatically entered at each upload.
11. All web pages shall have a link at the bottom of the page that will help users find their way to the appropriate home page.
12. Webmasters shall retain a back-up copy of their web pages.

Procedure
established: 1/26/98
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