

1 Consistent with policy IIBG, “Technology Acceptable Use,” and in an effort to further the school
2 district’s objectives, the Transylvania County Board of Education (the “Board”) encourages the
3 use of the Internet as a means of providing accessible, accurate, and timely information for
4 employees, students, parents, and other members of the broader community. The Internet
5 provides the school district opportunities to communicate with internal and external stakeholders
6 by publishing pertinent system and school information online.

7
8 The official website of Transylvania County Schools is available online at <http://www.tcsnc.org>.
9 In addition to this system website, individual schools and departments may create system-related
10 websites. This policy provides the standards that must be followed for development of all
11 system-related websites. Failure to comply with this policy may result in the removal of a web
12 page or website from the Internet.

13 14 **A. SYSTEM-RELATED WEBSITE**

15
16 A “system-related website” is any Internet website established in one of the following
17 ways:

- 18
19 a. By school district employees or students on behalf of Transylvania County
20 Schools;
- 21
22 b. By any school within Transylvania County Schools;
- 23
24 c. By any school-sponsored club or organization within Transylvania County
25 Schools; or,
- 26
27 d. By students of Transylvania County Schools as part of an educational assignment.

28
29 Only those websites created pursuant to this policy are considered system-related
30 websites. The Board does not endorse, nor is it responsible for, websites created by
31 employees, students, or others outside of the standards and guidelines of this policy.
32 Students or employees who create personal websites that result in a substantial and
33 material disruption to the school environment may be subject to disciplinary action.

34 35 **B. STANDARDS FOR WEB PAGE DEVELOPMENT**

36 37 **1. Non-Public or Closed Forums for Expression**

38
39 All system-related websites are “non-public” or “closed” forums for expression.
40 This means that Transylvania County Schools has control over information on
41 such websites and is not required to allow students, teachers, or others to place
42 material on system-related websites. The purposes of system-related websites are
43 to disseminate curriculum-related information; to present the public with
44 information about the school district, its schools and its programs; and, to provide
45 the community with each school or department’s mission, contact information,

46 activities, organizational format, and instructional program. System-related
47 websites are analogous to newsletters from the administration or an individual
48 school. System-related websites are not analogous to a student newspaper or a
49 non-school publication.

50 **2. Administration and Editorial Control**

51
52 All employees responsible for creating, developing, maintaining, editing, or
53 approving a system-related website shall act legally, responsibly, and ethically in
54 providing educational resources and information to support the mission and
55 curriculum of Transylvania County Schools. Such persons shall abide by
56 generally accepted rules of website etiquette, applicable Board policies, and
57 administrative procedures and regulations established by the Superintendent or
58 designee.

59 **a. Superintendent's Final Authority**

60
61 The Superintendent or designee may delegate authority to place
62 information on a system-related website; however, the Superintendent has
63 the final authority to approve or disapprove any information in whatever
64 form on any such system-related websites.

65 **b. The School District's Official Website**

66
67 The Superintendent has editorial control and responsibility for the content
68 of the school district's official website and shall appoint a designee to
69 serve as the web manager of the school district's official website.

70 **c. Individual School Websites**

71
72 Each school will be provided a web address, web design software, and
73 storage space for publication of website content. All system-related
74 websites will be housed on servers or hosted by providers specifically
75 approved for such purpose by the Superintendent or designee. Each
76 principal has editorial control and responsibility for the content of his or
77 her individual school's official website, subject to review of the
78 Superintendent or designee. The principal may appoint a staff member to
79 serve as the web manager of the school's website and a website committee
80 to advise the web manager and principal regarding the content of the
81 school's website. Individual school websites must comply with the
82 additional guidelines provided below.

83 **d. Teacher and Student Websites**

84
85 Each teacher has editorial control over and responsibility for the content of
86
87
88
89
90

his or her official website and for the content of his or her students' authorized websites, subject to review by the principal, the Superintendent or designee, and the Board. With the knowledge and written consent of a student's parent or guardian, a teacher may allow a student to create a website within or linked from a school's or teacher's website only for the following instructional purposes: (1) to teach a student how to create or maintain a website, or (2) to facilitate a student's work on school assignments or research projects. No student web pages may be posted or made accessible to the general public until approved by the principal or designee.

e. Personal Websites

Transylvania County Schools is not responsible for personal websites or web pages created or maintained by students, employees, parents, groups, or organizations. Personal websites or web pages are not considered system-related websites or web pages and are not covered by the provisions of this policy. (For additional information regarding personal websites, please see policy IIBG, "Technology Acceptable Use.")

The Superintendent may use any means available to request the removal of personal websites or web pages that substantially disrupt the school environment or that utilize school district or individual school names, logos, or trademarks without permission.

3. Website Appearance and Evaluation

Website content must be kept current and be maintained regularly. All system-related websites must include the name of the web page author, the date produced or revised, and the e-mail address of the author. The Superintendent or designee (for the school district's official website) or the principal or designee (for individual school websites) must regularly review, proof, and evaluate all system-related websites.

4. Copyright Laws

No information or graphics may be posted on websites in violation of any copyright laws or policy IIB, "Copyright Compliance." Copyright permission must be obtained for the use of any copyrighted material unless use is permitted as "fair use" under federal law. The Superintendent or designee and each principal or designee is responsible for maintaining copies of permission granted for the use of copyrighted material.

5. Links

a. Internal Links

Each web page of a system-related website must include a reference and hyperlink to the home page of the school district's official website. In addition, all system-related websites must include a link to this policy and to policy IIB, "Technology Acceptable Use."

b. External Links

The Superintendent and designee have editorial control over and responsibility for the linking of a system-related website to other sites on the Internet that are appropriate to the mission of the school district. Links to external sites (including externally hosted teacher classroom sites) must be approved by the principal. If required, web managers must obtain permission from external websites before links are established from any system-related website to external websites. To the extent possible, school personnel shall determine the extent to which a secondary site is linked to other sites on the Internet and whether such sites are appropriate for access through school system websites. Web managers shall periodically check external links for accuracy and appropriateness of content. School employees must report any inappropriate links to the web manager.

Since the school district cannot control the content of other sites on the Internet and their linkages, the following statement of disclaimer must be inserted in a prominent position on the school district's official website, on each school's official website, and on other system-related websites that contain links to other websites or web pages that are not system-related websites:

Transylvania County Schools retains control over what links will be placed on system-related websites; however, the linked sites themselves are not under the control of the Transylvania County Board of Education, its agents, or its employees. The school district is not responsible for the contents of any linked site, any link contained in a linked site, or any changes or updates to such sites. The school district provides links as a convenience, and the inclusion of any link does not imply endorsement of the site by the school district. The school district reserves the right to remove or restrict any links appearing on sites under its operation.

c. Links to Personal Pages

School websites or web pages may not contain links to personal web pages

181 of students or employees or lists of personal web pages.

182
183 **6. Behavior Standards**

184
185 When using the Internet, employees and students are responsible for
186 understanding and complying with Board policies and administrative regulations,
187 including policy IIBG, "Technology Acceptable Use," and applicable student
188 behavior policies outlined in Section J of the Board's official policy manual.

189
190 **7. Accessibility of Website**

191
192 The web manager, in consultation with the Superintendent or designee, shall
193 ensure that the school district's official website meets required standards to ensure
194 accessibility for persons with disabilities.

195
196 **C. GUIDELINES FOR INDIVIDUAL SCHOOL WEBSITES**

197
198 Each school may promote itself by publishing an official school website on the Internet
199 only via the school district's official website. In addition to the standards described
200 above, the following standards also apply to individual school websites.

- 201
- 202 1. The content of school web pages must be approved by the school principal.
 - 203
204 2. The safety of students and employees must be considered when constructing
205 school web pages. To protect the safety of students and employees, the following
206 precautions must be taken:
 - 207
208 a. Neither home addresses nor telephone numbers will be listed;
 - 209
210 b. Student e-mail addresses will not be listed; and,
 - 211
212 c. Photographs of students and student work may be published on school
213 web pages unless a parent request for non-publication of those materials
214 has been submitted to the principal. Publication of photographs and/or
215 student work will include only the student's first name, with no other
216 information about the student.

217
218 The principal or designee is responsible for maintaining records of permission
219 granted for the release of information. The principal should implement other
220 safety precautions, as necessary, to be followed when constructing web pages.

- 221
- 222 3. To protect a student's rights regarding his or her intellectual property, if a school
223 or teacher publishes a student's work, then a disclaimer should be provided
224 indicating that the work may not be copied or modified in any way.
- 225

- 226 4. Schools must provide contact information and other general information about the
227 school on the school website, including the school's name, phone number, fax
228 number, grade levels and address, the principal's name, and the e-mail addresses
229 of the school administrative team.
230
- 231 5. Graphics used on school websites must be appropriate to the school and should be
232 of a size that will download quickly into a web browser.
233
- 234 6. Schools must keep information presented on their web pages current, accurate,
235 and grammatically correct.
236
- 237 7. The principal or designee must approve all revisions and additions to the school
238 website.
239
- 240 8. Failure to comply with these guidelines or the standards of this policy, as
241 determined by the Superintendent or designee, may result in the removal of a
242 school's website or web pages from the Internet.
243

244 Legal References: U.S. Const. Amend. I; Electronic Communications Privacy Act, 18 U.S.C.
245 2510-2522; Family Educational Rights and Privacy Act, 20 U.S.C. 1232g; 17 U.S.C. 101 *et seq.*;
246 N. C. Gen. Stat. § 115C-325(e), -391
247

248 Cross References: Policy IIAB ("Copyright Compliance"); Policy IIBG ("Technology
249 Acceptable Use"); Policy JO ("Confidentiality and Access to Student Records")
250

251
252
253 APPROVED BY BOARD
254 AND EFFECTIVE _____