

Santa Barbara Unified School District

Administrative Regulation

AR 1113

Community Relations

DISTRICT AND SCHOOL WEB SITES

Content

District and school web sites shall provide current and useful information regarding district programs, activities and operations. Such information shall be appropriate for both internal and external audiences.

The content of web sites may include, but not be limited to, district or school news, district mission and goals, agendas and minutes of Governing Board meetings, policy information, messages from the Board or administrators, information about curriculum and instruction, school calendars, student projects, school clubs and activities, lunch menus, transportation schedules, school map, school handbook, parent conferences, educational resources, links to other educational sites and contacts for further information.

The Superintendent or designee shall make the information contained in the School Accountability Report Card accessible on the Internet and shall ensure that such information is updated annually. (Education Code 35258)

(cf. 0510 - School Accountability Report Card)

Student work may be published on a web site provided that both the student and his/her parent/guardian provide written permission or the work is part of an existing publication such as a newspaper or school newsletter.

Students, staff or other individuals may not use district or school web sites to provide access to their personal web pages or online services or to promote or advertise commercial enterprises. Advertising (this includes coupons, discount cards, and any other form of advertising or promotional materials) related to vendor services, opportunities, or events from outside organizations cannot be posted on district or school web sites.

District and school web sites may not link to web pages of commercial enterprises. If a school wishes to acknowledge a charitable donation from a commercial enterprise on a school web site, the donor's name may be printed but shall not be linked from the school web site to any commercial web site. District and school web sites shall not display commercial logos.

Links to outside web pages will be permitted if they are of an academic nature and are consistent with policies and regulations of the Santa Barbara Unified School District.

Privacy

At the beginning of each school year, as part of the parent packet, schools shall provide parents/guardians with the district's notification pertaining to photography and/or filming of students. At any time, a student's parent/guardian may revoke their consent to publish their child's image on district or school web sites. ~~Upon such revocation, the district and/or school webmaster shall ensure that any images of the student are removed from the district and/or school web site(s).~~

~~In the interest of student safety, captions, including first and/or last names, on photographs posted on district or school web pages should not bear information that aids in the identification of individual students. If a photograph containing one or two students is to be published on the district or school web site, written permission must be obtained from the parent/guardian. Group photographs containing three or more students will not require written permission prior to posting on a school or district web site, unless a parent/guardian has requested that their child's image not be posted on the district or school web sites.~~

If any copyrighted material is posted on a district or school web site, the web site shall include a notice crediting the original producer of the material and noting how and when permission to reprint and/or reproduce the material was granted.

(cf. 6162.6 - Use of Copyrighted Materials)

Roles and Responsibilities

The district webmaster shall be responsible for the content and publication of the district web site upon approval of the Superintendent or designee. The district webmaster shall review all content before publication, upload content to the district web server, regularly check links for accuracy and appropriateness, and keep the web server free of outdated or unused files.

The principal may designate a school webmaster who shall perform similar duties related to the content and maintenance of the school's web site. The principal or school webmaster shall notify the Superintendent or designee regarding the creation of a school web site. At the beginning of each school year, the principal shall provide the Superintendent or designee with the name and contact information of the school's webmaster.

The school webmaster shall maintain permission for all student information posted and ensure that the school web site is in compliance with administrative regulations 1113 and 1325.

Security

The web site host computer shall have security procedures that prohibit unauthorized persons from accessing system-level controls or making changes to web site content. To the extent possible, the host computer shall be in a lockable room with restricted access.

Only adults authorized by the superintendent's designee, district webmaster, school webmaster, or principal shall have access to upload content to the district or school web sites.

(DRAFT) SANTA BARBARA UNIFIED SCHOOL DISTRICT
Santa Barbara, California August 28, 2007; <<DATE>>