Instruction

Administrative Procedure – District Website Publishing Guidelines

Kankakee School District provides a public Internet presence through the District website to share information with the community. All material published on the District website must have educational value and/or support the District's goals and policies. All material submitted is subject to treatment as a District-sponsored publication. The District reserves the right to remove any material that is in violation of its policy or procedures.

Staff members and students agree not to publish through the District website any information that:
- Violates state or federal laws, including copyright and intellectual property.
- Violates Board Policy, administrative procedures, or guidelines.
- Contains personal information including student or staff home addresses and telephone numbers.
- Contains personal points of view or endorses political parties or candidates.
- Contains links to non-educational, commercial, or advertising sites, including links to games and advertisements for games.
- Uses these resources for personal or financial gain.
- Discloses student records, including name, grade level, or other personally identifiable information.
- Discloses student names with photographic depictions without proper permission.
- Contains deliberately false, misleading, or illegal statements.
- Contains offensive, threatening, libelous, defamatory, abusive, profane, pornographic, sexually oriented, or otherwise obscene content.

Staff members and students are expected to publish content through the District website that:
- Contains high quality content designed for clarity and readability.
- Contains correct grammar and spelling.
- Contains verifiable information.
- Contains a statement of copyright when appropriate and indicates that permission has been secured when including copyrighted materials.
- Identifies the District, school, and/or department affiliation, as well as contact information for the staff member responsible for the page.
- Contains student work only when written permission from both the parent/guardian and student has been obtained.
- Contains links only to appropriate educational materials and information.
- Maintains current and relevant content.
- In special circumstances, where accolades are warranted and with parental permission, a student may be identified by name and photograph.
- Contains published materials coinciding with District, department, or school printed materials

Submitting Material to Be Published
The District Superintendent or the Superintendent's designee shall supervise the efforts of all staff members responsible for Web publishing at each level and hold training opportunities as needed. Any staff member or student submitting material for publication on the District website shall have signed a *Computer and Network Use Agreement* form. Before material is published, the author must authorize the District in writing to publish the material, unless the District already owns the copyright. All material published by staff members or students on the District website is deemed "work for hire" and the copyright vests in the District. For each re-publication of a graphic or a text file that was produced

externally, there must be a notice at the bottom of the page crediting the original producer and noting how and when permission was granted. If possible, the notice should also include the Web address of the original source. The absence of a copyright notice may not be interpreted as permission to copy the materials. Only the copyright owner may provide permission to re-publish.

The following guidelines provide specific information regarding Web publishing at different levels within the District.

Level 1: District Level
The District Superintendent is ultimately responsible for all aspects of the District website. The District Superintendent or the Superintendent's designee may designate a representative to screen, approve, and monitor website content. District level publishing includes the District's homepage as well as any publishing activities representing the District as a whole, e.g., information about Board meetings and policies.

Level 2: District Department Level
District level departments may publish their own content as part of the District website. The Department Supervisor or Director is ultimately responsible for his/her respective department's web page but may appoint a staff member to maintain, screen, approve, and monitor the web page content. The Department Supervisor or Director must keep the District Superintendent or the Superintendent's designee informed of the responsible staff member. All department level pages will be consistent with the District style and content guidelines.

Level 3: School Level
The Building Principal is ultimately responsible for his/her respective school's web page but may appoint a staff member to maintain the web page. The Building Principal must keep the District Superintendent or the Superintendent's designee informed of the responsible staff member. All school level pages will be consistent with the District style and content guidelines.

Level 4: School Academic Department/ Academic Team/ Staff Level
School Academic Department Chairs, Team Leaders, and other staff members shall document their desire to publish on the District website and obtain prior approval from the Building Principal and District Superintendent or the Superintendent's designee. Such pages will be consistent with the District style and content guidelines. The Building Principal is ultimately responsible for his/her respective staff member's web pages.

Level 5: Student Level
A student web page may only be created as part of a class or school-sponsored activity and shall have a staff member sponsor. The sponsoring staff member shall document the student's desire to publish on the District website and obtain prior approval from the Building Principal and District Superintendent or the Superintendent's designee. The student's web page must include an introduction that describes the intent of the student's web page and contains the sponsor's District e-mail address. Student e-mail addresses shall not be listed on any District web page. Student web pages will be removed at the end of the school year unless special arrangements are made. Such pages will be consistent with the District style and content guidelines. The Building Principal is ultimately responsible for his/her respective staff member's web pages.

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