OFFICIAL DISTRICT-OWNED INTERNET PAGES

An effective, professional plan for communication includes a high-quality, professional District web site. Content, design, and ease of use are factors that contribute to a high-quality District site. All web pages mounted on the District internet server(s) are a communications, information, and public relations and educational tool for the District.

District/School web pages are intended to: (a) reflect the mission of the District/school; (b) provide information for external visitors interested in relocating to the District; (c) provide information about what's happening in the District/school; and (d) provide internal users and external visitors with information about curriculum resources.

Web page content must maintain a positive attitude. No web page will include material considered libelous, obscene, or constitutes an invasion of privacy. [See Policy 502.9, Official Student Publications, and Procedures Exhibit 502.9.] Web pages shall also avoid use of culturally offensive and/or sexist content. [See Policy 600.2].

The District expects web page author/designers to abide by federal copyright laws. [See Policy 405]. In addition, web page author/designers are expected to follow the Fair Use Guidelines for Educational Multimedia submitted by the Subcommittee on Courts and Intellectual Property, Committee on the Judiciary, US House of Representatives, May 1997. [Procedure Exhibit 405A]. Whenever copyright material is used on a web page, the author/designer(s) must obtain written permission from the copyright holder, including (a) a signed release for any/all student work; and (b) a signed release for any/all material created by District staff, not on District-contracted time. Standard District Release Forms are to be used. [Procedure Exhibit 405C].

Official District-related organizations that can have web pages on the District's web site, include but are not limited to: employee groups, Fort Dodge Community School District Foundation, and Alumni Association.

Official building-related organizations that can have web pages include, but are not limited to: official student clubs/organizations; school booster groups; alumni groups; and athletic teams.

Web pages must contain well-edited text. Correct spelling/grammar are required. Original work is encouraged (e.g.: art, photographs, text). By-lines can be used. Citations are required (see Policy 405).

Identifiable pictures of students can appear on official District web pages, but picture captions are never to include names of adults or students.

First and last name(s) are to be used. The following apply:

- for students: parents may refuse to allow their student's name to be used. (See Procedure Exhibit 500.11, Section XXIV, District Information Release Card.) No web page may contain student contact information (address, phone number, etc.) or student record information.

- for staff: no web page may contain a staff member's home contact information (address, phone number, home e-mail address, etc.).

  No advertising may appear on District web pages. However, acknowledgement will be allowed to support businesses, agencies, and organizations. Such acknowledgement is limited to only the full name and business address (including town) of the supporter.

I.   Definitions

Eight (8) definitions are necessary for this procedure. They are:

- Publisher: the Fort Dodge Community School District.

- District web pages: all web pages mounted on the District web-server(s)

- Caption/cut-line: identification for a graphic or picture

- By-line: identifies the author/designer

- Students: all current District-enrolled students

  Staff: any person currently contracted for pay by the District or currently serving as a Board member

  Author: any person(s) who write(s) text on a web page

  Designer: any person(s) who create(s) graphic elements on a web page

Renumbered and Revised 01/15/10
Reviewed: 05/26/15, 11/25/19