



DISTRICT AND SCHOOL WEB SITES

To enhance communication with students, parents/guardians, staff, and community members, the Governing Board encourages the development and ongoing maintenance of District and school web sites. Web sites shall be aligned with the District's plans for communications and media relations.

(cf. 0000 – Vision)
(cf. 0440 – District Technology Plan)
(cf. 1100 – Communication with the Public)
(cf. 1112 – Media Relations)
(cf. 1230 – School-Connected Organizations)
(cf. 1260 – Educational Foundation)
(cf. 4040 – Employee Use of Technology)
(cf. 6020 – Parent Involvement)

District sponsored web sites are defined as:

1. Any internet web site established by District employees or students on behalf of the District, any school within the District, or any school club or organization within the District, and
2. Any web site established through the use of District equipment or the District's access to the Internet

The Superintendent or designee may establish design standards for District and school sponsored web sites in order to maintain a consistent identity, professional appearance, and ease of use.

Content

The Superintendent or designee shall develop content guidelines for District sponsored web sites. These guidelines shall be consistent with law, Board policy, and administrative regulation.

(cf. 4132/4232/4332 – Publication or Creation of Materials)
(cf. 6162.6 – Use of Copyrighted Materials)

Any links to external web sites shall support the educational mission of the District and shall follow the same guidelines applicable to District sponsored web sites. The District is not responsible for the content of external web sites.

Commercial advertising, political and/or personal use of the District sponsored web sites is strictly prohibited, unless authorized by the Superintendent or designee.

All District sponsored web sites shall be closed forums for expression. This means that the District has control over what may be published on District sponsored web sites and is not required to allow students, faculty, or others to publish material which the District determines is inappropriate.

Privacy Rights

The Superintendent or designee shall ensure that web site content protects the privacy rights of students, parents/guardians, staff, Board members, and other individuals.

(cf. 1340 – Access to District Records)
(cf. 4119.23/4219.23/4319.23 – Unauthorized Release of Confidential/Privileged Information)
(cf. 5022 – Student and Family Privacy Rights)



Chico Unified School District

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Board Policy:

#1113

Section: 1000 Community Relations

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(cf. 5125– Student Records)

Phone numbers, home addresses, and email addresses of students and/or their parents/guardians shall not be published on a District or school sponsored web page without the individuals' written permission.

(cf. 5125.1– Release of Directory Information)

Because of the wide accessibility of the Internet and potential risk to students, photographs and/or video of individual students shall not be posted with names or other personally identifiable information without the permission of the students' parent/ guardian. Photographs and/or video of groups of students at a school activity or event may be posted without parent/guardian permission, provided that individual students are not identifiable and students' names are not included.

Student work may be published on District sponsored web sites but it shall not include the student's name, unless it is part of a publication such as a newspaper or newsletter published in printed form.

Legal Reference:

EDUCATION CODE

35182.5 Contracts for advertising

35258 Internet access to school accountability report cards

48907 Exercise of free expression; rules and regulations

48950 Speech and other communication

49061 Definitions, directory information

49073 Release of directory information

60048 Commercial brand names, contracts or logos

GOVERNMENT CODE

3307.5 Publishing identity of public safety officers

6254.21 Publishing addresses and phone numbers of officials

6254.24 Definition of public safety official

UNITED STATES CODE, TITLE 17

101-1101 Federal copyright law

UNITED STATES CODE, TITLE 20

1232g Federal Family Educational Rights and Privacy Act (FERPA) CODE OF

FEDERAL REGULATIONS, TITLE 16

312.1-312.12 Children's Online Privacy

CODE OF FEDERAL REGULATIONS, TITLE 34

99.1-99.67 Family Educational Rights and Privacy

COURT DECISIONS

Aaris v. Las Virgenes Unified School District, (1998) 64 Cal.App.4th 1112

Perry Education Association v. Perry Local Educators' Association, (1983) 460 U.S. 37

Board of Education, Island Trees Union Free School District, et.al. v. Pico, (1982) 457 U.S. 853

Management Resources:

CSBA PUBLICATIONS

Maximizing School Board Governance: Community Leadership, 1996

WEB SITES

CSBA: <http://www.csba.org>

California School Public Relations Association: <http://www.calspra.org>

National School Public Relations Association: <http://www.nspr.org>