North Tonawanda City School District

Web Publishing Regulations

Goals of the North Tonawanda City School District Web site

- To provide timely, supportive and educational information to students, staff and the North Tonawanda community.

- To provide an easily accessible database of well-developed resources and educational materials that supports the curriculum and allows for professional staff development.

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North Tonawanda City School District (NYCSD) has established a Web site (www.ntschools.org), and may establish additional Web sites that belong to North Tonawanda CSD. Such Web sites shall be the property of North Tonawanda CSD, which shall control their content.

The following regulations apply to Web sites and to the use of District computer equipment, hardware, software, and Internet capabilities as they apply to Web sites.

1. Web Site Establishment

All District Web sites, including teacher and staff Web pages, may only be published by North Tonawanda CSD, through the Technology Department or such other personnel as the Superintendent shall designate.

2. Web Site Content and Use

A. North Tonawanda CSD Web sites may be utilized for the following purposes:
   a) Showcase student work and achievements, as selected by teachers, to demonstrate how our programs meet the NYS standards,
   b) Development of Web sites as part of classroom instruction, under teacher supervision.
   c) Teacher created Web sites for classroom instruction.
   d) Information for parents and/or students.

B. Solicitations or advertisements for the purpose of commercial or financial gain are prohibited.

C. Student privacy must be protected:
   a) Students' names can be published only by Site Editors on the District Web pages in the format of students' first and last name as long as a signed Consent form is on file (See C-d). Please note: Teacher pages cannot contain student names.
   b) Group Photos: Groups of students in a photo where students are not identifiable could be used on the District Web pages (not teacher pages) because a person's identify may be harder to pin-point. Photos of easily identifiable staff or students is discouraged for safety reasons.
   c) Students' home addressees, telephone numbers and email addresses may not be published as well as any personal information regarding the student.
   d) North Tonawanda CSD has a Consent Form and Release regarding the use of students' identification, creative work and likeness or voice in school publications, the Internet or on an

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educational CD or any other print, electronic or digital media. Contact the school principal to verify that a completed release form is on file.

D. Links to outside sources:
    a) Links to chat rooms and personal web sites are prohibited.
    b) Links to non-district Web sites must contain a disclaimer indicating that the user is leaving the district site and that the district does not necessarily approve the linked material. Please type this disclaimer on any pages with outside links:

      "The links on this Web site are provided for your information and convenience. By clicking on a link, you will be leaving the district Web site. Please be aware that, while we make every effort to evaluate all the sites to which we link, we cannot endorse nor be responsible for the content provided on these sites."

E. Podcasts, wikis and vodcasts:
    a) In addition to or as part of a Web page, you may choose to create podcasts, wikis and vodcasts to engage students and staff members in effective dialogue on selected topics or for instructional purposes. All must align with the curriculum or relate to district business and be developed in accordance with this regulation using resources and Web sites consistent with the district's web presence.

    b) Guidelines for content integrity, copyright and use of images and photos on Web pages also apply to all Web 2.0 communication tools including, but not limited to wikis, podcasts and vodcasts. More guidelines regarding copyright can be found in the NT Web Publishing Standards & Guidelines for Teacher Pages.

    c) Important ! All podcasts, wikis, vodcasts developed pursuant to this regulation must be monitored by the teacher or staff member and adhere to naming students as regulated. (Refer to C. a.)

    d) Podcasts, vodcasts and wikis will be monitored in the same manner as teacher/staff Web pages. Inappropriate material may not be posted. If inappropriate content is found, it will be removed immediately and notification will be made to the teacher or staff member responsible for its creation.

F. Web site content shall be of high quality and will comply with the district Staff Technology Acceptable Use Regulations. Poor quality or non-compliance shall constitute the basis for rejecting or removing material from the North Tonawanda CSD Web site.

G. All Web sites must comply with current copyright laws. No institutional support will be given to an employee who violates the parameters of copyright law.

H. The North Tonawanda CSD Web site(s) is not intended for general distribution of information or free exchange of ideas. The district Web sites are proprietary and belong to North Tonawanda CSD.

3. Procedures for Control of Web Site Content

    A. All content must comply with the purpose statements outlined.

    B. Each Web site creator must comply with the district Staff Technology Acceptable Use Regulations for each Web site to be published and sponsored by North Tonawanda CSD.

    C. A teacher/advisor must attend a district sponsored training program with the appropriate administrator or approved teacher trainer to receive an orientation to the district's policies and regulations.

    D. A teacher/advisor/administrator will be responsible for compliance with the District Technology Acceptable Use Policy and current copyright law for each Web site to be published and sponsored by North Tonawanda CSD.

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E. The North Tonawanda CSD superintendent or his/her designee reserves the right to edit, change, and/or delete any material that appears on any North Tonawanda CSD Web site.

F. No person, including but not limited to students and district personnel, may publish an independent web site referencing or implying North Tonawanda CSD sponsorship.

G. The North Tonawanda CSD reserves the right to designate the service provider for hosting Web sites.

4. Disclaimer

This policy regulates only Web sites established by North Tonawanda CSD. Any other Web site established by North Tonawanda CSD students, faculty or administrators or other personnel must not be established using North Tonawanda CSD facilities or equipment and such sites will not be recognized as, and may not be identified as, North Tonawanda City School District Web sites or affiliates.