

## **SUDBURY PUBLIC SCHOOLS**

### **THE DEVELOPMENT AND USE OF WEB PAGES**

#### PURPOSE

The World Wide Web has challenged educational institutions to examine their practices and uses of technology and the internet. In response to those challenges, the Sudbury Public Schools have examined the purpose of the internet as both a communication and an instructional tool. We believe that web pages are an important tool for extending home - school communications and building upon our already powerful parent partnerships. We also recognize that our communications extend far past the homes of our families and into the community, the country, and the world. Sharing information about our schools is a source of pride for the faculty and staff of Sudbury Public Schools. Motivated by the belief that many outstanding educational experiences happen every day in our classrooms, we seek opportunities to communicate in as many different ways as often as possible. The development of powerful web pages will facilitate this goal.

Web pages not only support our communication efforts externally, they complement the development of our curriculum. We regard curriculum web pages as an opportunity for teachers to communicate on a more personal level the heart of their teaching and classroom experiences. Curriculum web pages are an effective, time-efficient way to direct students to appropriate, content-rich internet sites that support classroom content. In addition, parents can use sites to direct their children to high quality internet content and to gain access to "school" beyond the scope of traditional hours.

#### CONFIDENTIALITY

The Sudbury Public Schools are committed to providing a safe and respectful school community environment. Towards this goal, information that may possibly identify a student will be used in a manner that provides a degree of safety and privacy for all parties concerned. Visual representations of students (e.g. photo or movie) may only contain the name of the class that they are in. Samples of student work (e.g. podcasts or art work) may be identified only by initials.

Web pages may not include pictures of students or their work if parents have signed an opt-out form. Staff members may also request that their picture not be displayed on school websites.

Parents are encouraged to observe these rules if they photograph students at school or at school sponsored events. The Sudbury Public Schools are not responsible for photos or movies of students and school events which are displayed on non-school websites or taken by someone other than a Sudbury Public School staff member and shared with other parents or others.

Student work, which is copyrighted material, may be available for electronic publication unless the Sudbury Public Schools receives written notification by the parent/guardian indicating otherwise. Decisions on publishing student work will be approved by the staff member's building principal.

Published e-mail addresses are restricted to staff members or to a general group e-mail address where e-mail is forwarded to a staff member.

## INTERNET WEB SITE GUIDELINES

The district's web sites provide information about school curriculum, instruction, activities, and other information relating to each school. Each school's site is maintained by a web team consisting of a district coordinator and building representatives. Creators of web pages need to familiarize themselves with, and adhere to, the following procedures and responsibilities.

### Content Standards

The school principal, or designee is responsible for school web page approval, in consultation with the school web team member and district webmaster. All web pages must be well-written, and free of spelling and grammatical errors. Documents may not contain objectionable material or link directly to objectionable material.

### Subject Matter

Subject matter on web pages should relate to curriculum, instruction, school activities, and general information that is consistent with the district's mission.

District and School web pages are designed to provide info regarding philosophy, practice, demographics, and school data. The development of staff pages that provide curricular information is encouraged. Staff members should not include personal information in a school or district web site. Staff or students may not publish personal home pages as part of a school or district web site.

Any staff member who creates a page that includes links to pages outside a district site must preview the directly-linked pages for inappropriate or objectionable content. The district reserves the right to remove any pages with links to objectionable material at any time.

### Technical Standards

All web sites should be created with software licensed to the district. Any sites created with other software will not be supported by the District webmaster.

Each page should contain certain elements for purposes of general consistency. Pages should not contain so many graphics, sounds, or movies that the page takes an inordinate time to load.

All content, including graphics, sounds, and video must observe copyright laws.

A staff member who creates a web page shall edit and test the page for accuracy of links, and check for conformance with the standards outlined above. Final decisions regarding access to active web pages for editing, content, or organization shall rest with that staff members building principal. Staff members will be responsible for collecting and managing materials for their classroom's site.

#### REVIEW AND APPROVAL OF WEB SITES

The school principal, or designee, is responsible for staff web page approval. Pages will not be linked from the official school and/or Sudbury Public School's main pages without prior approval from said principal. The district reserves the right to remove any files that exist on the server at any time.

As a public service to the school community, links to non-school websites (e.g. PTO, SERF, Goodnow Library) may be included on the District and/or School website(s). These links do not imply ownership or control of content by the Sudbury Public Schools.

#### RESOURCES

##### Software

The district will provide software to be used to create, manage and publish web pages. The district will also provide software that will allow internet access.

##### Hardware

The district will provide hardware in each building that will allow staff members to create, test, and publish web pages. The district will also provide internet access to view web sites and collect materials for creation of new web pages.

##### Training

The district will provide training opportunities that will assist staff members in the design and creation of web pages.

##### Books, Guides, and Texts

The district will provide information that will assist staff members in the design and creation of web pages.