

PROCEDURE FOR PCS WEB PAGES

1. Content

The principal of each school has the ultimate responsibility for determining the content to be posted online. The principal may appoint a committee to review and approve all pages written by school employees or students and to make decisions about the appropriateness of content and links before the pages are posted to a Web server.

All subject matter on the district or school's web site or those linked from it should relate to curriculum, instruction, school-authorized activities, or general information about the district and/or school(s) that is appropriate and of potential interest to the community. Neither staff nor students may publish personal home pages as part of or linked from the district or school web site, or home pages for other individuals or organizations not directly affiliated with the district. Staff or student work may be published on a school or the district web site only as it relates to a class project, course, or other school-related activity.

Material(s) owned by others, i.e., copyrighted work(s), may not be placed on a web page without the express permission of the copyright owner. If something from another web page is to be included, then a link to the page must be established.

Documents may not contain objectionable material or link to objectionable material. Objectionable material is defined as material that does not meet the standards for instructional resources specified in district policies, or material that violates the standards set forth in the district's Acceptable Use Policies (Policy 7.028 and Policy 10.213).

Every effort should be made to ensure that all web pages are accurate and free of spelling and grammatical errors. Before any World Wide Web document is made available to the public, spelling and syntax should be checked and links should be verified. This process, for those who have a File Transfer Protocol (FTP) account, should be undertaken prior to uploading the file(s) to the web server

2. Timeliness

It is the responsibility of the creator of each web page on the school or district web site to keep the information accurate and updated. Information, particularly time-sensitive information such as award announcements and press releases, should be posted as promptly as possible. Out-of-date information should be removed or updated promptly by the person(s) responsible for the web site. Removed pages may be added back to the site whenever their purpose or usefulness are relevant again.

Classroom web pages should be updated frequently to keep students and parents apprised of what is occurring in the classroom, and these pages should be deleted whenever a staff member leaves the district at the end of a semester or school year, or when an assigned project ends. School web pages should be updated frequently to reflect events occurring in the school.

3. Links

With the approval of the webmaster, the following people may link from the district's web site to their web site or web page: teachers, students, directors, coordinators, administrators, Board members, student organizations, parent/teacher organizations and district committees. If they support the mission of the school district and have obtained Board approval, other organizations may link from the web site.

All requests for establishing links from the district's web site, should be sent to the site webmaster. Should approved pages later change in a manner that violates any of the guidelines or policies identified, the links must be terminated until the violations on those pages are corrected.

A link is a URL (factual address) and is, therefore, not copyrightable. Any pages that are linked to or from the district's site must be tested and work before being posted.

All pages must bear the name of the "owner" of the page or web site and provide a clear method for returning to the district or school web site. All linked pages must comply with the guidelines and policies of Pitt County Schools, use network etiquette as defined in Pitt County Schools Acceptable Use Policy 7.028 and Policy 10.213, and inform people that you made a link to their site or page(s). Links to other Web sites must be removed if the owner objects.

The main page of the website must contain caveats that state, "Links that are provided to other websites are not official sites of Pitt County Schools," and "Links that are provided to other websites may include advertising, since those websites belong to their owners and not Pitt County Schools."

Dead links inevitably occur on WWW servers as pages are modified, moved, or deleted over time. The responsible party for each web page will monitor and maintain the links. Corrections or removals of dead links should be made as soon as possible through the updating of web pages.

Personal academic pages for teachers or other education professionals may be linked to school pages if they (1) are of a professional nature, (2) support the academic purpose of the site, and (3) adhere to district policy as well as local, state, and federal laws. Web pages written by employees must not include links to any other sites that do not adhere to Pitt County School policy as well as local, state, and federal laws. Include a caveat for the website that states, "This is not an official site of Pitt County Schools. Every effort is being made to keep this site current."

Personal pages must receive approval from the principal for the website design and content and must be submitted for reconsideration if any subsequent major changes are made to the design/content of the website. When a staff member puts a downloaded image on his or her page, permission to do so must have been obtained from the person who owns the page from which the image was taken. (That permission may be given via e-mail and is often gained simply by sending an e-mail request to the person who has developed the page where the image is located.)

Commercial Web pages should not be linked from school pages unless that link provides access to educationally relevant information.

4. PicturesandVideo

During the school year, students are likely to be recorded, videotaped, photographed, interviewed, and /or quoted for the Pitt County Schools Web page. Every person has a right to privacy, which includes the right to restrict the use of his/her own image or comments. If someone does not wish to be interviewed, recorded, videotaped or photographed, they must contact the principal of the school in writing to express the restriction for the Web page or other PCS publications.

Permission must be received from the District Network Manager before a video clip can be placed on the District's Web Site due to lengthy download time and amount of space a video file will take on the server.

5. StudentWork

Student work may not be published on the World Wide Web without the written permission of the parent/guardian(s) and the student.

6. CommercialActivityorPrivateBusiness

Faculty, staff, and students are not permitted to run a private business or solicit business on any website linked to the school or the district network.