



WAYLAND-COHOCTON CENTRAL SCHOOL DISTRICT WEBSITE POLICY

Purpose of the Wayland-Cohocton School Website

Wayland Cohocton Central School's website has been established to provide accurate information about the school to the community by means of the Internet, to aide in the distribution of news at each building level, and to enhance the communication within the district.

Wayland Cohocton Central School District will create and maintain a website and web pages for the following purposes:

- To support the District's vision and mission
- To provide the community with information about the District and its schools concerning:
 - Policies
 - Curricular and extra-curricular programs
 - Opportunities for students
 - Student/staff achievements, educational projects, presentations, and learning experiences
 - Calendars
 - Schedules
- To provide students and the community with support for learning
- To serve as a means of communication for student, families, District personnel, the community, and associated organizations.

Content Requirements:

1. General Requirements

- Pages should exhibit proper grammar, spelling and punctuation
- The party responsible for the pages should make every effort to keep the pages up-to-date.
- Every student, staff member and administrator is encouraged to contribute content at the appropriate age and learner level and must follow the appropriate procedures:
- *Every web page will abide by the W3C guidelines*

2. District –Level Requirements:

- Other content must be approved using the procedures established in this document (see below)

3. School-Level Requirements:

- There must be a link to the school homepage on every page
- The school name must appear on every school page
- Every page should include contact information for the person(s) responsible for the page (e-mail, address, or phone number)
- Every page should include the date of its most recent update (ex. Last updated 11-20-97)

4. Classroom, Activity, Club, Sports, and Extra-curricular Pages:

- There must be a link to the school homepage on every page
- The school name must appear on every page
- Every page should include contact information for the person(s) responsible for the page (e-mail, address, or phone number)
- Every page should include the date of its most recent update (ex. Last updated 11-20-97)

5. Student-Developed Pages:

- There must be a link to the school homepage on every page
- Every page should include contact information for the person(s) responsible for the page (e-mail, address, or phone number)

6. Community Group Pages:

- Web pages are for school-related issues. Therefore, community groups must be involved in a authorized activity to be on the WCCS web server.
- A letter must be submitted on the organization’s letterhead relating their need for the web page and how it relates to the district.
- A web page request will also be submitted to the Web Page Committee for approval.

7. Authorization for Student Name/Work:

- Authorization is needed for submitting student's name, photo and/or work on the district web page. An authorization form must be signed by the parent(s)/guardian(s).
- Refer to The Family Education Rights and Privacy Act (FERPA) and Children's Online Privacy Protection Act (COPPA).

Procedures for the Development of Web Pages

- Each staff member interested in developing a web page should first fill out a web page request form and submit it to the Web Page Committee.
- If a department or grade level is interested in developing a web page, one member should be designated to hold primary responsibility for the page.
- All staff members should check with the Web Page Committee for suggested formats
- Design, content, layout, and links will be checked by the Web Page Committee prior to posting on the district website.
- All web pages must be reviewed and updated as necessary at least once each semester.
- At the end of each school year, prior to the beginning of the next school year, a member of the Web Page Committee will examine the entire district website for outdated information and links. All outdated information will be deleted from the site.

The Web Page Committee will periodically scan pages of the district website for outdated information and links. Notification will be given that expired information must be updated within one month of the notice or it will be removed from the district website.

Mission Statement of the Committee:

It is the intent of the Committee to oversee the requests and make recommendations for the District Web Page. The Committee will also periodically review the website for outdated material and notify the webmasters of such material. The Committee is not responsible for technical issues or the technical creation of web pages, or the maintaining of such pages.

Web Page Policy Guidelines

- Material to be published must not display, access, or link to sites deemed offensive by Wayland-Cohocton's Acceptable Use Policy. All published material must have educational value and/or support the district guidelines, goals and policies
- The web is a very dynamic resource. It is strongly recommended that all sites in which links are provided as curriculum resources for staff and students be checked regularly
- Student work should not be published on a web site unless both the student and the parent(s) or guardian(s) have signed the signature page
- Group photographs of students may be published, but individual names will not be listed. The Wayland-Cohocton Web Policy Committee does not recommend identifying individuals in photographs for any reason
- At no time will a student's personal information appear on a school or district web page
- Faculty member e-mail addresses will be posted (with first and last name) unless faculty submits a request not to have their name posted

Web Page Policy Copyright Issues

- The Internet has grown into a world wide computer network with many different types of users who have many different purposes for their presence. One does not have to look very far to see that copyright issues are often brushed aside or completely ignored. As an educational institution, we should be aware of the necessity of conforming to all laws, regardless of how they may be perceived on the Internet. The following information was taken and modified from Keeping It Legal: Questions Arising Out of Web Site Management by Jamie McKenzie
- The copyright law and the courts have provided exceptions to the rules that govern the behavior of teachers, students, and schools. In general terms, teachers, students and schools are allowed to make "fair use" of materials for instructional purposes
- "Fair use" has been interpreted to include those limited uses which are not likely to deprive a publisher or an author from income. "Fair use" of Internet resources by teachers, students, schools or district personnel should parallel the use of printed resources
- Teachers and students might make limited use of some text and graphics within their own classrooms. They should not "publish" those same materials across other classrooms within the building by posting on a local area network (LAN) or across other classrooms in other building on a wide on a wide area network (WAN) or the World Wide Web. Teachers and students might make rather liberal use of information, text and graphics so long as their resulting works remain within the classroom setting. The moment the works move out of the classroom, they may fall under a "public performance" clause of the copyright law which imposes much greater restrictions and fees

- Many schools and district departments have purchased clip art collections to use within a classroom or department. In most cases, the agreement is printed on some kind of seal which is broken upon opening. In most cases, there is specific language outlining the user's web rights. Most of these agreements require the user to print a credit line on any published document which includes one or more graphics from the collection. The best advice is to read and follow the stipulations within the agreement
- Neither teachers, students, nor district personnel may safely make use of other's materials (graphics, text, etc.) when they publish on the Web unless they have requested and received formal permission to do so. This would include downloading or "Whacking" another web site's material down to their school server. This should only be done after obtaining written permission from the author of the desired site
- To avoid problems with what to use, the following statement should be our guide. Unless there is a clear statement that art, photos and text are "public domain" and available for free use, one should assume that they are copyrighted. This material should not be used for republication on a local area network, a wide area network or a Web site unless permission is granted from the owner