

Instruction

Guidelines for Web Site Content Management

To enhance communication with students, parents/guardians, staff, community members and the public at large, and to foster creativity, The Gilbert School encourages the development and ongoing maintenance of a school web site on the Internet. The web site shall support the educational vision of The Gilbert School and shall be consistent with the school's plans for communications and media relations.

The Superintendent or his/her designee shall develop guidelines regarding the content of the school web site which shall include standards for the ethical and responsible use of information and technology. These guidelines shall be consistent with law, Board policy, and administrative regulation.

The Gilbert School's web site provides a resource for obtaining information about the school and for informing users about classroom activities and Board policies. Requests for publication of information on the school web site should be directed to the webmaster. Personal information, not related to education, will not be permitted.

A school web site provides unique and ever-changing ways to interact with the community and improve student learning. School web sites:

1. Allow an individual school to provide current and complete information to its community at large
2. Give the community a means to communicate effectively with students and personnel
3. Create expanded means for student expression
4. Provide new avenues for teachers to help students meet high standards of performance

The primary purpose of a school's web site is to communicate effectively with its community. The Superintendent or his/her designee shall ensure that the site is maintained in such a way that the community receives reasonably current and accurate information.

Students may, with staff sponsorship, create web pages for publication of the school's web site that are primarily academic, educational and research oriented. Student work may be published, with parent permission, only if related to a class project or other school activity. Such work shall not reveal personally identifiable information or prohibited directory information. Student-created web pages reflect the individual and do not represent the school. Concerns about the content of any page created by a student should be directed to the Superintendent.

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Guidelines for Web Site Content Management (continued)

The Superintendent or his/her designee shall ensure that web site content protects the privacy rights of students, parents/guardians, staff, Board members and other individuals. No personal information about students or their parents/guardians, including telephone numbers, home addresses or e-mail addresses shall be published on the school web page. Student directory information shall not be published if parents/guardians have requested that it be withheld. Photographs of students shall be used only with written permission from the students' parents/guardians.

The Gilbert School web site shall not include content which is obscene, libelous or slanderous, or which creates a clear and present danger of inciting students to commit unlawful acts on school premises, violate school rules or substantially disrupt the school's orderly operation. Any links to external sites shall follow the same guidelines applicable to the school web site. The Superintendent or his/her designee shall ensure that copyright laws are not violated in the use of material on the school web site.

Any use of advertising or sponsorships that appears on the school web site must be approved by the web site administrator and the Superintendent or his/her designee. Guidelines for approval shall be established by the Superintendent or his/her designee and must be consistent with school policies and guidelines used in other school and district publications.

The web site host computer shall have security procedures that prohibit unauthorized persons from accessing system-level controls or making changes to web site content. To the extent possible, the host computer shall be in a lockable room with restricted access.

The school webmaster shall be responsible for the content and publication of the school web site upon approval of the Superintendent or his/her designee. He/she shall review all content before publication, upload content to the web server, regularly check links for accuracy and appropriateness, keep the web server free of outdated or unused files, and provide technical assistance as needed.

Posting Pictures and Information

1. **Guidelines for uploading web pages, pictures, music or video to web pages housed on the school's website:**
 - a. For purposes of safety and liability, only the Webmaster and authorized faculty may directly upload pictures and information to the website.
 - b. Students are not allowed to directly post web pages to the web server.
 - c. Students may build and update web pages, which can then be uploaded to the website upon editing, and approval by the Webmaster.

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Guidelines for Web Site Content Management (continued)

2. Guidelines for using photos on the website:

- a. If the student is named, avoid using their photo.
- b. If a photo is used, avoid naming the student.
- c. Exceptions include those situations in which the student name and photo might otherwise appear together in a public forum, such as the newspaper, or on television. This most often occurs when a student wins an award or receives an accolade. In these instances, it is acceptable to post both the student's name and picture on the website. Careful judgment should be exercised. If a team/club picture is posted, names may be listed alphabetically or in roster form and not reflect placement in the photo.
- d. Pictures should be of The Gilbert School students, faculty, staff, boosters and alumni engaged in school-related activities.
- e. Pictures of people who are not in one of the groups named above should not be used unless those people have given written or oral permission to be pictured on the lab school website. Exceptions include pictures of crowds at Gilbert events.

3. Posting "directory information" concerning individuals at The Gilbert School includes the following:

- a. Names of students and faculty/staff
- b. Awards
- c. Accolades
- d. Participation in clubs, athletics or organizations at the lab schools

4. The following may not be posted:

- a. Information about any school faculty, staff or student, which is not "directory information."
- b. Home addresses or phone numbers unless those individuals have given permission to have those items posted.
- c. Information or pictures of any school student, faculty or staff member which portrays individuals in an unflattering and/or embarrassing context.
- d. Any copyrighted pictures or text taken from any source, including other websites. All pictures and text posted to any website, or contained in any book, magazine or other publication, receive instant copyright protection and should be considered off limits.

5. Consequences for not adhering to the above guidelines:

- a. Individuals who violate the above guidelines may have their web-posting privileges revoked. In addition, individuals may face criminal or civil prosecution in cases of copyright infringement.

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Guidelines for Web Site Content Management (continued)

6. Privacy Policy:

- a. On some areas of The Gilbert School website, forms are used to collect information from visitors. Information from these forms is either submitted into a database on The Gilbert School's web server or emailed directly to an individual (usually a faculty member).
- b. Information collected from form submissions is used only for the purpose stated on the form. It is not shared with any outside sources.

7. Right of individuals to not have pictures or information posted on the School's website:

- a. Any individual may request that a picture in which they are included be removed from the site.

Parents may at any time request that a student's picture and/or directory information be removed from a website page by contacting the webmaster at webmaster@gilbertschool.org or by calling 379-8521.

Legal Reference: Connecticut General Statutes

1-19(b)(11) Access to public records. Exempt records.

10-15b Access of parent or guardians to student's records.

10-209 Records not to be public.

11-8a Retention, destruction and transfer of documents

11-8b Transfer or disposal of public records. State Library Board to adopt regulations.

46b-56 (e) Access to Records of Minors.

Connecticut Public Records Administration Schedule V - Disposition of Education Records (Revised 1983).

Federal Family Educational Rights and Privacy Act of 1974 (section 438 of the General Education Provisions Act, as amended, added by section 513 of PL 93-568, codified at 20 U.S.C. 1232g).

Dept. of Educ. 34 C.F.R. Part 99 (May 9, 1980 45 FR 30802) regs. implementing FERPA enacted as part of 438 of General Educ. provisions act (20 U.S.C. 1232g)-parent and student privacy and other rights with respect to educational records, as amended 11/21/96.

Public Law 94-553, The Copyright Act of 1976, 17 U.S.C. 101 et. seq.

Regulation approved:

October 21, 2009

THE GILBERT SCHOOL
Winsted, Connecticut