

Bristol Tennessee City Schools

Descriptor Term: **School and District Websites**
Webpages

Descriptor Code:
4.407

Issued Date:
08/21/23

Rescinds:
3.119

Issued:
01/15/18

CONTENT STANDARDS

In order to take advantage of the opportunities the Internet provides, the board authorizes the creation of school and/or district web pages on the Internet. Only those web pages maintained in accordance with board policy and established procedures shall be recognized as official representations of the district or individual schools. All information on a school or district web page must accurately reflect the mission, goals, policies, program, and activities of the school and district. The web page must have a purpose which falls within at least one of three categories:

1. **Support of Curriculum and Instruction.** Intended to provide links to Internet resources for students, parents, and staff in the district.
2. **Public Information.** Intended to communicate information about the schools and district to students, staff, parents, community, and the world at large.
3. **District Technology Support.** Intended to provide and respond to instructional and administrative technology needs of students and staff.

All material on a school website shall be either original to the school, in the public domain, or posted with the express permission of its rightful owner. This includes, but is not limited to, text, graphics, pictures, video, sounds, music, characters, logos, and trademarks. Web page publications shall follow all applicable copyright laws and guidelines.

Websites developed under contract for the school district or within the scope of employment by district employees are the property of the school district. **All official representations of the district or individual school web pages shall be maintained in substantial compliance with the Web Content Accessibility Guidelines (WCAG) 2.1 Level AA standards.**

The district shall fulfill this standard by utilizing authorized, compliant third-party hosting and management services to oversee the platform architecture, user interfaces, and the remediation of uploaded electronic documents (including PDFs, forms, and media).

PRIVACY STANDARDS

1. Because Internet publications are available to the entire world, special care shall be taken to protect the privacy of students and staff. Non-secure web pages may not include personally

identifying information regarding a student such as: telephone numbers, addresses, names of other family members, names of friends, e-mail addresses, specific location of a student at any given time, grades, or any other academic information. No confidential information shall be published on or linked to a non-secure web site.

2. Student work may be published on web pages only with written consent of the student's parent(s)/guardian(s) or the eligible student before each incident of publication. The authoring student shall also sign a copyright consent form.

3. Links to student e-mail accounts are prohibited. E-mail accounts used by students may be monitored by a designated staff member.

4. Pictures of students may be included only under the following conditions:

A. Individual student pictures may be published on the website **only with written consent of** ~~unless there has been a written request from~~ the student's parent/guardian or eligible student. ~~that a photograph should not be published.~~

B. Pictures of groups of students involved in a school-related activity may be published without consent; **however, the students shall only be identified by group name.** ~~unless an individual appearing in the photograph is a student for whom there is a specific written request for photographs to not be published.~~

C. Students shall not be individually identified in pictures unless there is a special reason for doing so, such as recognition for receiving a reward. **In such cases, the student's parent(s)/guardian(s) or eligible student must give written consent.** ~~If there is a written request on file for photographs to not be published, the students picture shall not be posted for any reason.~~

ADVERTISING/SPONSORSHIPS

Any use of advertising or sponsorships that appears on a school website must be approved by the school web administrator, the principal, or the director of schools or designee. Guidelines for approval shall be established by the director of schools/designee and must be consistent with the board's policies and guidelines used in other school and district publications.

CONCERNS/COMPLAINTS

As with any instructional materials or publication used by or representing the school or district, the director of schools or designee is ultimately responsible for accuracy and appropriateness of the information made available on the website. Concern about the content of any page(s) created by students or staff should be directed to the building principal or the director of schools' office when related to the district website. **Anyone having trouble accessing information on a district web page due to a disability should report the issue to the Technology Department. The district, in coordination with its third-party web management partner, will promptly address the barrier and provide the requested information in an alternative accessible format²**

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2 If the concern is not resolved, persons who wish to file a formal complaint shall submit a written
3 request for reconsideration of instructional material.

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5 * Non-secure web pages are web pages that are not protected from general access. Secure web pages
6 are protected by passwords, routing, or other measures which prevent access by all users.

Legal References

1. 20 USCA § 1232 g(a)(5)(A)-(B); ESEA *Elementary & Secondary Education* (20 USCA § 7908) Sec. 9528; 10 USCS 503
2. Title II of the Americans with Disabilities Act (42 U.S.C. § 12131). Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. § 794)

Cross References

~~Reconsideration of Instructional Materials 4.403~~
Use of Copyrighted Materials 4.404
Employee-Developed Materials 4.405
Use of the Internet 4.406
Controversial Materials 4.801
Student Publications 6.704