DISTRIBUTED WEB PAGE

A. The District will maintain a digital web page to enable students, parents, community members, and others the opportunity to view what the District has to offer and what is currently going on in the District. The web page(s) will conform to all legal requirements of both state and federal law. The following criteria should be used to guide the development of such websites:

1. Educate
   
   Content provided in the website should be suitable for and usable by students and teachers to support the curriculum and the Board's objectives as listed in the Board's Strategic Plan.

2. Inform
   
   Content may inform the community about the school, teachers, students, or departments, including information about curriculum, events, class projects, student activities, and departmental policies.

3. Communicate
   
   Content may provide an avenue to communicate with the community.

B. The information contained on the website should reflect and support the Board's Mission Statement, Educational Philosophy, and the School Improvement Process.

C. When the content includes a photograph or information relating to a student, the District will abide by the provisions of the policy on Student Records.

D. All links included on the pages must also meet the above criteria and comply with state and federal law (e.g. copyright laws, Children's Internet Protection Act, Americans with Disabilities Act, and Children’s Online Privacy Protection Act. Nothing in this paragraph shall prevent the District from linking the District’s website to recognized news/media outlets (e.g., local newspapers' web sites, local television stations' web sites).
E. Under no circumstances is a website to be used for commercial purposes, advertising, political lobbying, or to provide financial gains for any individual. Included in this prohibition is the fact no web pages contained on the District’s web site may: (1) include statements or other items that support or oppose a candidate for public office, the investigation, prosecution, or recall of a public official, or passage of a tax levy or bond issue; (2) link to a web site of another organization if the other web site includes such a message; or (3) communicate information that supports or opposes any labor organization or any action by, on behalf of, or against any labor organization.

F. If a staff member creates a web page/site related to his/her class, it must be hosted on the District’s server.

G. Unless the web page/site contains student personally identifiable information, District websites that are created by students and/or staff members that are posted on the Internet should not be password protected or otherwise contain restricted access features, whereby only employees, students, or other limited groups of people can access the site. Community members, parents, employees, staff, students, and other website users will generally be given full access to the sites created pursuant to this policy.

H. Pages should reflect an understanding that both internal and external audiences will be viewing the information.

I. School websites must be located on District-affiliated servers.

J. Staff shall follow established website and style guide standards that are aligned with the Ingham ISD brand and technology standards. Each area updates their respective website content through a content management system, and that content is then published by the Public Relations and Communications department.

K. The District retains all proprietary rights related to the design of websites and/or pages that are hosted on the District's servers, absent written agreement to the contrary.

L. Students who want their class work to be displayed on the District's website must have written parent permission and expressly license its display without cost to the District.

M. Prior written parental permission is necessary for a student to be identified by name on the District's website.

ADMINISTRATIVE REGULATION

Approved: April 12, 2016