

Book	Policy Manual
Section	POLICIES FOR THE BOARD, JUNE, 2023
Title	Copy of Copy of WEB CONTENT, APPS, AND SERVICES
Code	po7540.02
Status	
Adopted	June 20, 2006
Last Revised	October 13, 2020

## 7540.02 - WEB ACCESSIBILITY, CONTENT, APPS, AND SERVICES

### **Creating Creation of Content for Web Pages/Sites, Websites, Apps, and Services**

The School Board authorizes staff members and students to create content ~~for web pages/site(s) and apps,~~ and services (see Bylaw 0100 - Definitions) that ~~will be~~ are hosted by the School Corporation on its servers or Corporation-affiliated servers ~~(i.e., servers the Board pays to use or otherwise sanctions the use of)~~ and/or published on the Internet.

The content ~~of web pages/site(s),~~ apps, and web services ~~must shall~~ comply with State and Federal law, e.g., copyright laws, Children's Internet Protection Act (CIPA), Section 504 of the Rehabilitation Act of 1973 (Section 504), Americans with Disabilities Act (ADA), and Children's Online Privacy Protection Act (COPPA), and reflect the professional image/brand of the Corporation, its employees, and students. Content, ~~of web pages/sites(s) and apps,~~ and services ~~must shall~~ be consistent with the Corporation's Mission Statement and staff-created web content, ~~for web pages/site(s) and apps,~~ and web services is subject to prior review and approval of the Superintendent before being published on the Internet and/or utilized with students.

Student-created content, ~~for web pages/site(s) and apps,~~ and services is subject to Policy 5722 - School-Sponsored ~~Student~~ Publications and Productions.

### **Purpose of Content of Corporation Web Pages/Sites, Websites, Apps, and Services**

The Superintendent shall have final editorial authority over all content placed on the Corporation's servers or Corporation-affiliated servers and displayed on the Corporation's web pages/site(s) ~~websites,~~ and/or apps and services. The Superintendent has the right to remove pages or links from any web page/site ~~website,~~ as well as require that an app or service created by a Corporation staff member be removed from the Corporation's servers or Corporation-affiliated servers, based upon his/her determination that the content is inappropriate or is not accessible to individuals with disabilities.

The purpose of the content, ~~of web pages/site(s) and apps,~~ and services ~~hosted by the Corporation on its servers or Corporation-affiliated servers covered by this policy~~ is to educate, inform, and communicate. The following criteria ~~should shall~~ be used to guide the development of such content, ~~for web pages/site(s) and apps,~~ and services:

#### **A. Educate**

Content provided ~~should shall~~ be suitable for and usable by students and teachers to support the curriculum and School Corporation's Objectives as listed in the Corporation's Strategic Plan.

#### **B. 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.

#### **C. Communicate**

Content may communicate information about the plans, policies and operations of the Corporation to members of the public and other persons who may be ~~interested in and/or~~ affected by Corporation matters.

The information contained on the Corporation's web pages/site(s) ~~website(s)~~ and apps, and services ~~should shall~~ reflect and support the Corporation's Mission Statement, Educational Philosophy, and ~~the~~ Academic Improvement Process.

When the content includes a photograph or information relating to a student, including Corporation-issued email accounts, the Corporation ~~will shall~~ abide by the provisions of Policy 8330 - Student Records.

All links included on the Corporation's web pages/site(s) website(s) and apps, and services also ~~must shall~~ meet the above criteria and comply with State and Federal law (e.g. copyright laws, CIPA, Section 504, ADA, and COPPA). Nothing in this paragraph shall prevent the Corporation from linking the Corporation's web pages/site(s) website(s) and apps, and services to 1) recognized news/media outlets, e.g., local newspapers' websites, local television stations' websites, or 2) to web pages/sites website(s) and apps, and services that are developed and hosted by outside commercial vendors pursuant to a contract with the Board. The Board recognizes that such third party web pages/sites website(s) and apps, and services may contain age-appropriate advertisements that are consistent with the requirements of Policy 9700.01 - Advertising, Commercial Activities, and Sponsorships/Naming Rights, AG 9700B - Criteria for Commercial Messages,, and State and Federal law.

Under no circumstances are Corporation-created web pages/site(s) website(s) and apps, and services to be used for commercial purposes, political lobbying, or to provide financial gains for any employee or student. As part of this prohibition, content, ~~of web pages/site(s) and apps,~~ and services contained on the Corporation's website shall not: 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 the passage of a tax levy or bond issue; 2) include a link to a website of another organization if the other website 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.

Under no circumstances are staff member-created web pages/site(s) website(s) and apps, and services, including personal web pages/sites websites, to be used to post student progress reports, grades, class assignments, or any other similar class-related material. Employees are required to use the Corporation-specified web page/site website, app, or service, e.g., Skyward for the purpose of conveying information to students and/or parents.

If a staff member creates content, ~~for web pages/site(s),~~ apps, or services related to ~~his/her~~ their class, they ~~must shall~~ be hosted on the Corporation's server or a Corporation-affiliated server.

Unless the content, ~~of web pages/site(s), and apps~~ and services ~~includes contain~~ a student's personally identifiable information, Corporation web pages/sites website(s) and apps, and services that are created by students and/or staff members that are posted on the Internet ~~should shall~~ not be ~~password-protected password-protected~~ or otherwise contain restricted access features, whereby only employees, student(s), or other limited groups of people can access the web page/site, app or service. Community members, parents, employees, staff, students, and other users generally ~~will shall~~ be given full access to the Corporation's web pages/sites website(s) and apps, and services.

The content, ~~of school web pages/site(s) and apps,~~ and services ~~should shall~~ reflect an understanding that both internal and external audiences ~~will shall~~ be viewing the information.

~~School web pages/site(s) and apps and services must be located on Corporation-owned or Corporation-affiliated servers. The Corporation's website(s) and web pages, apps, and services shall be hosted on Corporation-owned or Corporation-affiliated servers.~~

The Superintendent shall prepare administrative guidelines defining the rules and standards applicable to the use of the Corporation's web pages/site(s) website(s) and apps, and services and the creation of web pages/site(s) website(s) and apps and services by staff and students.

The Corporation retains all proprietary rights related to the design of web pages/site(s) website(s) and apps, and services that are hosted on Corporation-owned or Corporation-affiliated servers, absent written agreement to the contrary.

~~Students who want their class work or information regarding their athletic endeavors, if applicable, to be displayed on the Corporation's web pages/site(s) and apps and services must have written parent permission and expressly license the display of those endeavors and any related photographs without cost to the Corporation.~~

In order for a student's school work (i.e., work that is created in a class, at school, or as part of a school-sponsored extracurricular activity) to be displayed on the Corporation's website, the student (who is eighteen (18) years of age or older) or the student's parent (if the student is seventeen (17) years of age or younger) shall provide written permission and expressly license its display without cost to the Corporation.

~~Prior written parental permission is necessary for a student to be identified by name on the Corporation's website, web pages/site(s), and apps and services.~~

Likewise, prior written permission from a student (who is eighteen (18) years of age or older) or the student's parent (if the student is seventeen (17) years of age or younger) is necessary for a student to be identified by name on the Board's website.

## Website Accessibility

The Corporation is committed to providing individuals with disabilities an opportunity equal to that of individuals without disabilities to participate in the Corporation's programs, benefits, and services, including those delivered through electronic and information technology, except where doing so would impose an undue burden or create a fundamental alteration. The Corporation is further committed to ensuring individuals with disabilities are able to acquire the same information, engage in the same interactions, and enjoy the same benefits and services within the same timeframe as persons without a disability, with substantially equivalent ease of use; that they are not excluded from participation in, denied the benefits of, or otherwise subjected to discrimination in any

Corporation programs, services, and activities delivered online, as required by Section 504 and Title II of the ADA and their implementing regulations; and that they receive effective communication of the Corporation's programs, services, and activities delivered online.

~~The Corporation adopts this policy to fulfill this~~ This policy reflects the Corporation's commitment and ~~affirm~~ its intention to comply with the requirements of Section 504 of the Rehabilitation Act of 1973, 29 U.S.C. 794 and 34 C.F.R. Part 104, ~~and~~ Title II of the Americans With Disabilities Act of 1990, 42 U.S.C. 12131, and 28 C.F.R. Part 35, in all respects.

#### A. Technical Standards

The Corporation ~~will~~ shall adhere to the technical standards of compliance identified at <https://www.sgibson.k12.in.us/>. The Corporation measures the accessibility of online content and functionality according to the World Wide Web Consortium's (W3C's) Web Content Accessibility Guidelines (WCAG) 2.0 Level AA, and the Web Accessibility Initiative - Accessible Rich Internet Applications Suite (WAI-ARIA 1.1) for web content.

#### B. Web Accessibility Coordinator

The Board designates its Technology Director as the Corporation's Web Accessibility Coordinator(s). That individual(s) is responsible for coordinating and implementing this policy.

The Corporation's Web Accessibility Coordinator(s) can be reached at Gibson Southern High School, 3499 W 800 S., Fort Branch, IN 47648, [matt.bilderback@sgibson.k12.in.us](mailto:matt.bilderback@sgibson.k12.in.us) and 812-753-4230.

#### C. Third Party Content

Links included on the Board's web page/site(s)/website(s) and apps, and services that pertain to its programs, benefits, and/or services also ~~must~~ shall meet the above criteria and comply with State and Federal law (e.g., copyright laws, CIPA, Section 504, ADA, and COPPA). While the Corporation strives to provide access through its web pages/site(s)/website(s) and apps, and services to content provided or developed by third parties (including vendors, video-sharing websites, and other sources of online content) that is in an accessible format, that is not always feasible. The Corporation's administrators and staff, however, are aware of this requirement with respect to the selection of content provided to students. The Corporation's Web Accessibility Coordinator (Coordinator(s) or ~~his/her designees will~~ designee shall vet content ~~available on its web pages/site(s) and apps, and services~~ that is related to the Corporation's programs, benefits, and/or services for compliance with these criteria for all new content, ~~placed/published~~ on the Corporation's ~~web pages/site(s) and website(s)~~, apps, and services after adoption of this policy.

Nothing in the preceding paragraph, however, shall prevent the Corporation from including links on the Board's web pages/site(s)/website(s) and apps, and services to:

1. recognized news/media outlets (e.g., local newspapers' websites, local television stations' websites); or
2. web pages/sites, apps, or services that are developed and hosted by outside vendors or organizations that are not part of the Corporation's program, benefits, or services.

The Board recognizes that such third party web pages/sites/websites and apps, and services may ~~not~~ contain age-appropriate advertisements that are ~~not age-appropriate or~~ consistent with the requirements of Policy 9700.01 - Advertising, Commercial Activities, and Sponsorships/Naming Rights, AG 9700B - Criteria for Commercial Messages, and State and Federal law.

#### D. Regular Audits

The Corporation, under the direction of the Web Accessibility Coordinator(s) or ~~his/her/their~~ designees, ~~will~~ shall audit at regular intervals the Corporation's online content and measure this content against the technical standards adopted above.

If problems are identified through the audit, such problems ~~will~~ shall be documented, evaluated, and, if necessary, remediated within a reasonable period of time.

#### E. Reporting Concerns or Possible Violations

~~If any student, prospective student, employee, guest, or visitor believes that the Corporation has violated the technical standards in its online content, s/he may contact the Web Accessibility Coordinator with any accessibility concerns. S/He also may file a formal complaint utilizing the procedures set out in Board Policy 2260 and Policy 2260.01 relating to Section 504 and Title II.~~ If a person accessing the Corporation's website(s), apps, or services (e.g., a student, prospective student, employee, guest, or visitor) ('user) believes that the Corporation has violated the technical standards identified above in its online content, the user may contact a/the Web Accessibility Coordinator with any accessibility concerns. The user may also file a formal complaint utilizing the procedures set out in Policy 2260.01 - Section 504/ADA Prohibition Against Discrimination.

#### Instructional Use of Apps and Web Services

The Board authorizes the use of apps and services to supplement and enhance learning opportunities for students either in the classroom or for extended learning outside the classroom.

The Board requires the Technology Department pre-approve each app or service that a teacher intends to use to supplement and enhance student learning. To be approved, the app or service ~~must~~ **shall** have a FERPA-compliant privacy policy and comply with all requirements of COPPA and CIPA and Section 504 and the ADA.

The Board further requires the use of a Corporation-issued e-mail address in the log-in process.

## Training

The Corporation ~~will~~ **shall** provide periodic training for its employees who are responsible for creating ~~or distributing information through web pages/site(s) and apps and services~~ **content or distributing information online** so that these employees are aware of this Policy and understand their roles and responsibilities with respect to web design **and creation and/or uploading of, accessibility,** documents and multimedia content.

## One-Way Communication Using Corporation Web Pages/~~Site(s)~~ **Websites** and Apps, and Services

The Corporation ~~is authorized to use web pages/site(s) and~~ **approves the use of its website(s)/web pages,** apps, and services to promote school activities and inform stakeholders and the general public about Corporation news and operations.

Such communications constitute public records that ~~will~~ **shall** be archived.

When the Board or Superintendent designates communications distributed via Corporation web pages/~~site(s)~~ **website(s)** and apps, and services to be one-way communication, public comments are not solicited or desired, and the web page/~~site~~ **website,** app, or service is to be considered a nonpublic forum.

If the Corporation uses an app or service that does not allow the Corporation to block or deactivate public comments (~~e.g., Facebook, which does not allow comments to be turned off, or Twitter, which does not permit users to disable private messages or mentions/replies~~), the Corporation's use of that app ~~or~~ **and/or** service ~~will~~ **shall** be subject to Policy 7544 - Use of Social Media, unless the Corporation is able to withhold all public comments automatically.

If unsolicited public comments can be withheld automatically, the Corporation ~~will~~ **shall** retain the comments in accordance with its adopted record retention schedule (see AG 8310A – Requests for Public Records and AG 8310E - Record Retention and Disposal), but it ~~will~~ **shall** not review or consider those comments.

Revised 2/17/15

Revised 4/18/17

Revised 2/18/20

© Neola 2020

## Legal

P.L. 106-554, Children's Internet Protection Act

15 U.S.C. 6501 et seq., Children's Online Privacy Protection Act

20 U.S.C. 6777, 9134

47 U.S.C. 254, Communications Act of 1934, as amended

34 C.F.R. Part 99, Family Educational Rights and Privacy Act

47 C.F.R. 54.520, Children's Internet Protection Act