

**CODE: IJND-R**

## **KITTERY SCHOOL DEPARTMENT WEBSITE GUIDELINES**

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### **A. Website Purpose**

The purpose of **Kittery School Department's** official website is to provide general information about our school system as well as information about educational programs, extracurricular activities and school events. This website is intended to support the educational mission of the school; to enhance the curriculum and learning opportunities for students and staff; and to inform the larger community about our School Department and individual schools.

The website is an outlet for the official message of the Kittery School Department and is not a forum for dissemination of other views. The website does not create, nor is it intended to create, a public or limited public forum. The content of the website shall remain in the exclusive control of the Kittery School Department, and its School Committee and designated agents.

### **B. Website Structure**

The website includes the following content areas:

1. System-wide information (such as Central Office, Technology, Transportation, Facilities, Food Service);
2. School Committee information (such as members, officers, committees, meeting agendas, minutes and policies);
3. School-wide information for each school;
4. Individual department, grade level and/or classroom information (which may include student work and/or teacher-created work and resources);
5. Information about school-sponsored co-curricular organizations;
6. Information about school events and activities;
7. Contact information for School Committee members and school staff;
8. Official positions of the School Committee on school-related issues;
9. Any other material deemed appropriate by the School Committee or Superintendent of Schools.

### **C. Kittery School Department Authority and Webmaster Responsibilities**

The Kittery School Department reserves the right to approve all website content and to edit, delete, or modify any web page content as it sees fit to comply with the intended purposes of the website and these guidelines.

The Superintendent shall designate a Webmaster, who is responsible for maintaining the website, approving all material to be posted on the site, and monitoring all website activities for compliance with School Committee policies, applicable laws and regulations, and these guidelines. All position statements and viewpoints published on the website related to school policy, governance and initiatives must be approved by the School Committee. Only the Webmaster and other school staff authorized by the Superintendent shall have password-protected access to the web server to place and remove web pages and content.

#### **D. Website Content**

1. The Kittery School Department's website does not create, nor is it intended to create, a public or limited public forum. All materials placed on the website must serve the educational mission of the school and shall support the Kittery School Committee's official views regarding how best to accomplish the educational mission of the school.
2. Website content is limited to school-related information and activities.
3. Web page content must comply with School Committee policies, administrative procedures and school rules.
4. All materials placed on the website must meet academic standards for proper spelling, grammar, content, accuracy and appearance.

If the Webmaster is unsure whether particular material is appropriate for the website, he/she shall consult with the Superintendent, whose decision shall be final.

#### **E. Confidentiality of Student Information**

1. The website shall be in compliance with all applicable state and federal confidentiality laws and regulations.
2. At no time shall personal information about students (such as home address, telephone number, e-mail address, birth date, social security number, etc.) or any other information made confidential by state or federal law appear on the website. The website will not include any information that indicates the physical location of students at any given time, other than attendance at a particular school or participation in school activities.
3. Student information, photographs or work may only be published on the website if the student's parent/guardian has signed the Parent/Guardian Agreement Form to Publish

Student Information. For purposes of these guidelines, student information includes name, class rosters, awards/honors received, and team/extracurricular activity participation lists.

**F. Confidentiality of Staff Information**

1. At no time shall personal information about staff appear on the website (including home address, home telephone number, home e-mail address, birth date, social security number, etc.).
2. Because the Kittery School Department's website is maintained in part to enhance communication with students and their families, the school e-mail addresses and/or school telephone numbers of staff are published on the website.

**G. Copyright**

1. Appropriate permission will be obtained before any copyrighted or trademarked material is used on the website. No copyrighted material may be reproduced, transmitted or stored on Kittery School Department's website without obtaining permission from the copyright owner
2. Students shall retain the copyright on materials that they create.
3. An appropriate copyright notice will appear with all copyrighted material published on the website.
4. Except for the above exceptions, all web pages and content on the website are the property of and owned by the Kittery School Department.

**H. Website Design and Accessibility**

The Webmaster is authorized to develop standards for the design and appearance of Kittery School Department's website. These standards will include measures to make web pages accessible to persons with disabilities. Kittery School Department information available on the website will also be made available to the public in alternative ways upon request.

**I. Advertising**

The Kittery School Department's website will not include any advertising, nor will it include any selling activities outside of publicity for school-sponsored and/or approved fundraising activities.

**J. Links to External Sites**

1. The Kittery School Department's website will not include links to any personal websites of students or staff.
2. The website may include links only to websites that have demonstrated educational value to students, staff and/or the community, as deemed appropriate by the Webmaster.
3. The website shall include a disclaimer informing users that links are provided as a convenience, and that Kittery School Department does not endorse these sites or have any responsibility for the content of these sites.

**K. Additional Requirements**

1. The website shall inform users about how to contact the Webmaster.
2. Each web page shall include the date the page was last updated.
3. The Webmaster will provide appropriate information to school users regarding technical requirements for publishing material on the website.

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Cross Reference: IJND – Kittery School Department Website/Webpages

Adopted: January 21, 2014