

MOUNT PLEASANT COTTAGE SCHOOL UNION FREE SCHOOL DISTRICT**SUBJECT: ADMINISTRATOR, FACULTY AND STAFF WEB PAGES INCLUDING WEB 2.0 TOOLS FOR COLLABORATION****Administrator, Faculty and Staff Web Pages**

The Board and the administration encourage the development of Web pages by administrators, faculty and staff in order to provide information to parents, students and the community about classroom and student activities as well as instructional resources. Any Web page developed by administrators, faculty or staff in their capacity as District employees must be prepared and maintained in accordance with federal and state law, and District policy and regulation. Any such Web page must also be approved by the Superintendent or his/her designee.

Content Integrity

- 1) All subject matter on the Web pages and their links must relate to:
 - a. Curriculum and instruction;
 - b. District authorized activities and services; or
 - c. Information about the School District or its mission.
- 2) Students' personally identifiable information will only be posted in a manner consistent with law and District policy and regulation.
- 3) The District will only be referred to by its proper name, Mount Pleasant Cottage School Union Free School District.
- 4) All Web page posts will use proper grammar and spelling, and, consistent with the District's Code of Conduct, avoid the use of objectionable language.

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Community Relations

SUBJECT: ADMINISTRATOR, FACULTY AND STAFF WEB PAGES INCLUDING WEB 2.0 TOOLS FOR COLLABORATION (Cont'd.)Copyright Information

All employees and students are prohibited from copying materials not specifically allowed by the copyright law, "Fair Use" guidelines, licenses or contractual agreements, or the permission of the copyright proprietor. Web page publications must include a statement of copyright when appropriate and indicate that permission has been secured when including copyrighted materials or notice that such publication is in accordance with the "Fair Use" provisions of the Copyright Law.

Framing (displaying another site's Web page within the District's Web page design) is not permitted. In the event the Web page developed by an administrator, faculty, or staff member seeks to incorporate another site's information, it must do so through the use of a link causing a separate Web page to appear.

Administrators, faculty and staff must get the written permission of the student, as well as his or her parent, to post a copy of a student's work on a Web page.

Additional Guidelines for the Use of Images

- 1) In order to safeguard student privacy, individuals must ensure the names of files containing student images do not list student names (ex.: SallyMae.jpg).
- 2) When using the School District logo, use only the standard logo and do not modify it in any way. When using the logo of another organization, obtain permission in writing first.
- 3) When posting images, including but not limited to photographs, clip art and logos, individuals must comply with any and all relevant state and federal laws, and District policies, regulations and procedures.

Blogs, Podcasts and Vodcasts

Administrators, faculty and staff may choose to create blogs to engage students in effective dialogue, or to provide valuable information to community members on selected topics. They may choose to create or make available podcasts or vodcasts for instructional purposes as well. Administrators, faculty and staff are encouraged to utilize Web 2.0 communications tools such as blogs, podcasts and vodcasts that are developed in accordance with this regulation using resources provided by and hosted on sites consistent with the District's Web presence.

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SUBJECT: ADMINISTRATOR, FACULTY AND STAFF WEB PAGES INCLUDING WEB 2.0 TOOLS FOR COLLABORATION (Cont'd.)

Blogs, podcasts and vodcasts are reserved for classroom use only and must be "locked," so as not to allow the general public to post their comments, thus keeping your learning project on task. In addition, all blogs developed pursuant to this regulation must be monitored by the relevant administrator, faculty member or staff member. Therefore, administrators, faculty and staff members are not authorized to use the "unmoderated" option when setting up a blog.

Administrators, faculty and staff members are responsible for the content of instructional blogs, podcasts and vodcasts that they create. Blogs, podcasts and vodcasts will be monitored in the same manner as employee Web pages. Inappropriate material may not be posted by administrators, faculty, staff or students. If inappropriate content is found, it will be removed immediately and notification will be made to the administrator, faculty member or staff member who created the blog, podcast or vodcast. Appropriate disciplinary action may be taken.

Blogs, podcasts and vodcasts must only be used to enhance learning, and topics for those online presentations should align with the curriculum. Controversial topics may be addressed using these tools in accordance with Board policy and administrative regulations.

Applicable Policy and Regulation

All development and use of teacher Web pages and Web 2.0 communication tools such as blogs, podcasts and vodcasts shall be subject to other applicable Board policies and regulations including, but not limited to policy and regulations regarding **Staff Use of Computerized Information Resources**.

**MOUNT PLEASANT COTTAGE SCHOOL UNION FREE SCHOOL DISTRICT
WEBSITE RELEASE FORM**

Dear Parent/Guardian:

The goal of our School District website is to publish information celebrating our schools, our students, and our accomplishments. Your child's first name, photograph, and original school work* will not appear on our website until and unless we receive this signed form from you.

Please check your preference in each category:

Photograph (check one)

- I give permission for my child's first name and photograph to be used on the School Web Pages during the current school year.
- I do not give permission for my child's first name and photograph to be used on the School Web Pages during the current school year.
- I give one-time-only permission for my child's first name and photograph to be used on the School Web Pages in the circumstances described here: _____
- _____
- _____

Original Work (check one)

- I give permission for my child's first name and original work to be published on the School Web Pages during the current school year.
- I do not give permission for my child's first name and original work to be published on the School Web Pages during the current school year.
- I give one-time-only permission for my child's first name and original work to be published on the School Web Pages in the circumstances described here: _____
- _____
- _____

Student Name: _____ Date: _____

Teacher Name: _____ School: _____

Grade/Subject: _____

Parent/Guardian Name: _____

Parent/Guardian Signature: _____ Date: _____

Student Signature (if applicable): _____ Date: _____

*District may wish to prohibit use of child's name (whether full name or first name only); or, in the alternative, limit identification to use of initials. Original student work will appear with a copyright notice prohibiting the copying of such work without express written permission. Requests for such permission received by the District will be forwarded to the parents/guardians.