



Manor ISD
Internet Publishing Standards
2007-2008

The internet provides an unprecedented opportunity for staff and students to provide the world with information about school curriculum, school-authorized activities, and other general information about our schools and the mission of Manor ISD.

In order to protect our District's image, the privacy of our students, the integrity of our network, and the rights of others, certain policies and standards have been put into place.

These standards shall apply to all information published on the Internet by the District and its employees, including, but not limited to web pages, mailing lists, ftp sites, audio and video services, and other Internet delivery methods as they come available.

Any information published via the Internet by an employee about the District, its activities or students is expected to adhere to these standards – even if it is not hosted on the District network.

If you choose to create content to publish on the Internet, it is your responsibility to become familiar with these standards and responsibilities. Failing to do so may result in the loss of authoring privileges or more stringent disciplinary measures.

General Guidelines

1. Only authorized District Employees can use District resources to publish on the Internet.
2. Only computers officially designated by the District Technology Director shall be used to host content for the Internet or the District's internal network.
3. All content shall be educationally sound, related to the mission of the District.
4. Sites may not contain links to any questionable material or anything that can be deemed to be in violation of the MISD Internet Publishing Standards or any other District policy.
5. Students may only publish websites under the direct supervision of a certified teacher. All students publishing websites must have prior authorization from a parent or guardian.
6. The District Employee publishing content is responsible for ensuring that it is accurate, up-to-date, and conforms to these standards.
7. **Internal (District Hosted) Websites:** The District Technology Department, under the supervision of the District Technology Director, reserves the right to require that material and/or links to other sites found to be objectionable or in violation of District policies be altered or removed.
8. **External (Commercially Hosted) Teacher/Student Websites:** The campus principal is responsible for monitoring and requesting the removal of any sites, pages, or other materials that are found to be in violation of District policies.
9. Sites, pages and/or other material that have not been actively maintained for six months may be removed without notice.
10. Access to any Web Page or other information hosted by District computers may be revoked without notice if it is felt to violate any of these standards, local, state or federal laws, or other District Polices. Such content shall be reviewed by the District Technology Director, District Technology Coordinator,

- campus principal and District administration before access is reinstated.
11. All campus websites will be maintained by a designated campus webmaster. The campus webmaster, under the direction of the campus principal, is responsible for monitoring content and appropriate external links and checking for spelling and grammatical errors. He/She is also responsible for ensuring that the websites are functional and maintain a graphical continuity with the rest of the campus website.

Content Guidelines

1. The primary focus of each district web page is to promote a positive image for the campus/department and District, as well as to keep students, parents, and community members informed about campus life.
2. The secondary focus of each district web page is to use the site as an instructional tool for students and teachers.
3. All websites hosted by the district must contain certain elements prominently displayed on each site in order to provide general consistency:

Homepage:

- a. A link to the campus/department or district website
 - b. An acknowledgement of the district's Website Standards and copyright notice, similar to: Maintained in accordance with the Manor ISD Website Standards © Manor Independent School District, All Rights Reserved
 - c. An e-mail contact for the campus/department & campus webmaster: Script only, no "mailto links" allowed!
 - d. Mailing address
 - e. Telephone and Fax numbers
 - f. Date of last revision
 - g. Link to a credits page, unless credits are cited on each page.
4. Information will not contain advertising, sponsored links, or the endorsements of any products or services without the express written approval of the Director of Technology.
 5. The only email addresses published for faculty and staff shall be those officially provided by the District; no email addresses shall be published for students.
 6. Sites may not contain discussion forums or surveys where responses are gathered from the general public unless the person responsible for maintaining the site actively reviews and edits the content gathered before it is published.
 7. All copyrights of material used on a page shall be respected, including the rights of original works created by students and other district employees.
 8. Graphical elements must compliment rather than distract from website contents.
 9. Scripts, flash, applets and other executables may be used, subject to review for security, load time and other issues. If a specific player is required, a download link can and should be provided.
 10. The district technology staff may review published content for excessively large graphics, audio files, or other content that negatively impacts the performance of the site or servers, and recommend changes to sites, or make sites unavailable until needed changes are implemented.
 11. The District may develop additional consistency and content standards as the needs arise.

Personal/Classroom Web Pages

1. The District may choose to allow individual staff members and students to create personal or classroom web pages that provide information that supports their educational activities within the District.
2. Student and Staff websites must meet the educational objectives of the District.
3. Material placed on the website is expected to meet academic standards of proper spelling, grammar, and accuracy of information.
4. Personal or classroom web pages must comply with all of the standards described in this document.
5. Personal or classroom web pages may not be used to promote political positions, personal agendas, non-educational outside activities, or other uses deemed inappropriate by the District administration and board.
6. Personal or classroom web pages must clearly state the name of the person maintaining their site and their school or department.
7. Any personal or classroom website not hosted in Manor ISD must contain the following disclaimer on its front page:

This is not an official website of the Manor Independent School District. The Manor Independent School District does not control and cannot guarantee the timeliness or accuracy of the information on this website. Any views or opinions expressed herein are solely those of the creators of this website.

Protection of Student Information

1. No names, images, work or other information about specific students shall be published on the Internet without the express written consent of the legal guardian. If any photograph, video, or other published image contains individually identifiable students, permission to use the image must be on file from all students in the image.
2. Only the first names of students may be used in any content published on the Internet without the express written permission of both the student's legal guardian and the District Superintendent.
3. If the legal guardian of a student objects to the use of a student's name, work, or image in published content, all reasonable effort will be made to remove the offending material as quickly as possible.
4. Any request for the reuse of student work or images shall be forwarded to the student's legal guardian.
5. Each campus and/or department shall maintain a file of Internet Publishing Permission Forms. It is the responsibility of the person publishing the content to verify written guardian consent before using any student name, image, work or other information on the Internet.
6. No student medical information of any kind shall be published on the Internet.
7. Student grades, performance, attendance and conduct shall not be published on the Internet except through the secure Family Access Website.
8. Documents may not include a student's phone number, email-address, mailing or street address, names of other family members, or names of friends.
9. No web site shall contain links to any site not maintained by the District that reveals personal information about its students.

Copyright and the Internet

It is the policy of Manor ISD to respect the intellectual property rights of all creators of original works as embodied in the U.S. Copyright Laws. With that in mind, the following facts should be kept in mind when creating content for the Internet:

1. Every person who writes a paper, draws a picture, takes a photograph, creates a document for a web page, or even sends an electronic mail, owns the copyright to their creative work.
2. Publishing a multimedia resource on the Internet does not place it in the "Public Domain". Proper permission must be obtained before using resources from another website on your own.
3. Web-based material is copyrighted just as other forms of communication are and notification of copyright status is not required. Websites must have the proper rights for the graphics, designs, logos, and photos you use. Permission must be gained not only from the photographer, but also from any recognizable person in the photograph.
4. Students own the copyrights to their own works. Before publishing original student work, or posting it on the web, permission from the legal guardian of the student must be gained.
5. "Fair Use" is an often misused and misunderstood concept. If there is any question about the ownership or right to use material that may be copyrighted, the publisher, author, or owner of the work should be contacted for explicit permission.
6. An administrator who knowingly or unknowingly allows copyright infringement to occur is likely to be named among the defendants in any legal action. Penalties can be stiff. The administrator need not actually participate in the infringement to be considered responsible, at least in part, for the violation.

UNLESS THERE IS A CLEAR STATEMENT THAT ART, PHOTOS, AND TEXT ARE "PUBLIC DOMAIN" AND AVAILABLE FOR FREE USE, ONE SHOULD ASSUME THAT THEY ARE COPYRIGHTED. This material should not be used for replication on a local area network, a wide area network, a website, or any other fashion unless permission is granted from the owner.



Manor Independent School District Internet Publishing Agreement

~STAFF~

I have fully read and understand the Manor Independent School District Internet Publishing Standards. I have been informed of my responsibilities, including:

- Following District guidelines for publishing information to the Internet; including posting the District disclaimer on my page (located in this document)
- Protecting student names, images, works and information;
- Verifying that written permission has been obtained prior to using student works or images;
- Using only first names without the express written permission of both the legal guardian and the District Superintendent;
- Keeping the site up-to-date;
- Screening materials before publication.

I am requesting access to:

- Maintain the Official website for _____
- Publish a personal website within the _____ Department
- Publish a classroom website at _____

I, the undersigned, acknowledge that I understand the District's policies and guidelines relating to publishing information on the Internet. Any publishing will be done in accordance with federal and state law, as well as district policies and standards. I understand any violations of the above provisions may result in disciplinary and/or legal action.

Name (Please print): _____

Signature: _____

Date: _____

Campus/Department: _____

Responsibility for Publishing Student Work *(Certified employees only):*

As a Certified Teacher, I have the option of publishing student work for access via the Internet with parental permission. I agree to do so only for those students who have written permission on file in my building. I understand that no grades may be revealed and that only first names of students may be used without explicit permission of the parent.

Signature _____

Principal/District Approval

I authorize the employee named above to publish information on the Internet as described. I agree to periodically review published material to ensure that it complies with the Manor Independent School District Internet Publishing Standards. A copy of this form will remain in my office and be forwarded to the District Technology Director.

Principal/Department Head (Please print): _____

Signature: _____ Date: _____



Manor Independent School District Internet Publishing Agreement

~STUDENT/PARENT~

I have fully read and understand the Manor Independent School District Internet Publishing Standards. I have been informed of my responsibilities, including:

- Following District guidelines for publishing information to the Internet;
- All content shall be educationally sound, related to the mission of the District.
- Sites may not contain links to any questionable material or anything that can be deemed to be in violation of the MISD Internet Publishing Standards or any other District policy.
- The District reserves the right to require that material and/or links to other sites found to be objectionable be altered or removed.
- All applicable copyright shall be respected and appropriate credit given to the creator and/or license holder for any copyrighted works.
- Any personal or classroom website not hosted in Manor ISD must contain the District disclaimer on its front page (located in this document)

I am requesting access to:

Publish a personal website within the _____ Department

Publish a classroom website at _____

We, the undersigned, acknowledge that we understand the District's policies and guidelines relating to publishing information on the Internet. Any publishing will be done in accordance with federal and state law, as well as district policies and standards. We understand any violations of the above provisions may result in disciplinary and/or legal action.

Student Name (Please Print): _____

Signature: _____

Parent Name (Please Print): _____

Signature: _____

Date: _____

Teacher/Department Head Approval

I authorize the student named above to publish information on the Internet as described. I agree to periodically review published material to ensure that it complies with the Manor Independent School District Internet Publishing Standards. A copy of this form will remain in my office and be forwarded to the District Technology Director.

Teacher/Department Head (Please print): _____

Signature: _____ Date: _____