

Web Content, Services, and Apps Policy

The Riveredge Outdoor Learning Elementary School (ROLES) Governance Council authorizes staff members to create web content, apps, and web services that will be hosted by ROLES servers and published on the Internet.

The web content, services, and apps must reflect the professional image/brand of ROLES, its employees, and students. Web content, services, and apps must be consistent with the ROLES mission statement and staff-created content, services and apps are subject to prior review and approval of the Administrator before being published on the Internet and/or utilized with students. Student-created content, services, and apps are subject to related ROLES policies. The creation of web content, services, and apps must be done under the supervision of a professional staff member.

The purpose of web content, services, and apps hosted by ROLES on its servers or District-affiliated servers is to educate, inform, and communicate. The following criteria shall be used to guide the development of such web content, services, and apps:

A. Educate

Content provided in the website should be suitable for and usable by students and teachers to support the curriculum as listed in the Curriculum Framework.

B. Inform

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

C. Communicate

Content may provide an avenue to communicate with the community.

The information contained on ROLES website(s) should reflect and support the Mission Statement, Educational Philosophy, and the School Improvement Process.

When the content includes a photograph or information relating to a student, the Governance Council will abide by the provisions of the ROLES Student Records policy.

All links included on ROLES website(s) or web services and apps must also meet the above criteria and comply with State and Federal law (e.g. copyright law, Children's Internet Protection Act Section 504 of the Rehabilitation Act of 1973 (section 504), Americans with Disabilities Act (ADA), and Children's

Online Privacy Protection Act (COPPA)). Nothing in this paragraph shall prevent ROLES from linking the website(s) to (1) recognized news/media outlets (e.g., local newspapers' websites, services, and/or apps, local television stations' websites) or (2) websites that are developed and hosted by outside commercial vendors pursuant to a contract with the Governance Council. The Governance Council recognizes that such third-party websites may contain age-appropriate advertisements that are consistent with the requirements of ROLES policies and State and Federal law.

Under no circumstances is ROLES web content, services, or apps 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 content contained on the ROLES website 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 website 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. Nothing in this paragraph shall prevent ROLES from linking the school's website to recognized news/media outlets (e.g., local newspapers' websites, local television stations' websites).

Under no circumstances is staff member-created web content, services, or apps, including personal web pages/sites, to be used to post student progress reports, grades, class assignments, or any other similar class-related material. Employees are required to use the Governance Council-specified web site, service, or app for the purpose of conveying information to students and/or parents.

Staff members are prohibited from requiring students to go to the staff member's personal web pages/sites (including, but not limited to, their Facebook, Instagram, or Pinterest) to check grades, obtain class assignments and/or class-related materials, and/or to turn in assignments.

If a staff member creates web content, services, or apps related to his/her class, it must be hosted on the school's server or a ROLES affiliated server.

Unless the web content, service, or app contains student personally identifiable information, school websites, services, and apps 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, student(s), 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 ROLES website(s), services, and apps.

Web content, services, and apps should reflect an understanding that both internal and external audiences will be viewing the information.

School website(s), services, and apps must be located on ROLES owned or ROLES affiliated servers.

The Governance Council shall prepare guidelines defining the rules and standards applicable to the use of the school's website and the creation of web content, services and apps by staff and students.

ROLES retains all proprietary rights to the design of web content, services, and apps that are hosted on ROLES-owned or ROLES-affiliated servers, absent written agreement to the contrary.

Students who want their class work to be displayed on ROLES web site must have written permission from their parent or guardian and expressly license its display without cost to the school.

Prior written permission by a student's parent or guardian is necessary for a student to be identified by name on ROLES website.

Adopted by ROLES Governance Council:

01/09/2020

Reviewed by ROLES Governance Council:

7/22/2021