

Web Publishing Regulations

The Gananda Central School District's Web site is an opportunity for the school district and its staff to showcase learning, events, activities and accomplishments of staff and students to the world through the Internet. It is also a direct informational link to parents and community members.

Creators and/or authors of Web pages on the Gananda Web site need to familiarize themselves with, and adhere to, the following Web site regulations in order to receive and retain authoring privileges on the district Web site. All International copyright laws must be followed. Any exceptions must fall within the educator's "fair use" guidelines.

For the purposes of these regulations, "district Web site" and district "Web pages" refer to all the pages housed within the district's Web site.

Content Standards

1. Any Web page that is created, other than those maintained by the district webmaster or communications coordinator, must be maintained by a member of the district faculty, staff or administration (unless special permission is given by the district superintendent). Students may not author Web pages on the Gananda Web site. This person is responsible for the content, currency and maintenance of this page or pages. The Web page(s) must include the author's name and a hyperlink to his/her e-mail address in the footer.
2. Staff may not publish or maintain any personal Web pages or Web pages for other individuals or organizations not directly affiliated with the district as part of the district's Web site.
3. All pages should be free of spelling and grammatical errors. It is the Web page author's responsibility to proofread all material before it is posted on the Web site. Should errors be missed, they should be fixed immediately upon discovery.
4. All content on the district Web site must relate to education, curriculum, instruction, school-authorized activities and athletics, school or district news or general information relating to work, activities and accomplishments of the district and its staff, as representatives of the district. Student work can only be published by the teacher/staff member who is responsible for authoring that page or pages. Student work, photographs, and other information may be used within the guidelines of district policy 2002.7242.
5. The following statement should be part of the footer on every district Web page, including teacher/staff pages:

"This page is maintained by author's name (hyperlinked to e-mail address) according to Gananda Central School District Web publishing regulations. The district is not responsible for facts or opinions contained on any linked site. © 2008 All rights reserved."
6. Commercial advertising or marketing on any district, school, classroom or teacher Web page (or the use of school-affiliated Web pages for the pursuit of personal or financial gain) is prohibited unless otherwise authorized by the superintendent of schools. School-affiliated Web pages may mention outside organizations, but only in the context of school programs that have a direct relationship to those organizations (e.g., sponsorship of an activity, student community service project).
7. Web authors who link to an external Web site are required to check the appropriateness and currency of all external links contained on their Web page(s). If the link is or becomes broken, outdated or otherwise inappropriate, the teacher/staff member must unlink that page from his/her page.
9. Web pages may not contain objectionable material [any material that does not meet the content criteria as defined above or that is defined as objectionable in the district's Web site Policies or link directly to objectionable material, Web sites containing objectionable material or personal Web pages that do not relate to the district and/or education).
10. Web pages may not contain any detailed maps, floor plans or "virtual tours" of district buildings.
11. Teacher Web pages will be deleted when a teacher retires or leaves the district unless other arrangements are made.

Technical Standards

1. All pages on the district Web site, including those authored by teachers/staff members, will conform to New York State standards on Web site accessibility (New York State OFT Policy, P04-002, Accessibility of State Agency Web-based Intranet and Internet Information and Applications).
2. All photos should be sized properly in an outside program (e.g., Microsoft Office Picture Manager or Adobe Photoshop) and should be saved at 72 dpi. Large photos or graphics should be avoided.
3. Web pages should not contain links to pages that are not yet completed.

Safeguarding Student Privacy & Publishing Student Information

1. Web pages may not include students' contact information, including telephone numbers, addresses or e-mail addresses. Any inclusion of student information on the district's Web site must adhere to the district's policy regarding release of student "directory information," #2002. 7242 which states:

The District shall publish an annual public notice informing parents or eligible students of their right to refuse the release of student directory information and indicating a time period for their response. Following such public notice and a reasonable response period, the District may release such information to an outside group without individual consent.

The Family Education Rights and Privacy Act (FERPA) defines student directory information as the following: name; address; telephone listing; date and place of birth, enrollment status (e.g. undergraduate or graduate, full time or part time); major field of study; grade level; participation in officially recognized activities and sports; weight and height (if members of athletic teams); dates of attendance; honors, degrees and awards received; electronic mail address; photograph; and the name of the educational agency or institution most recently previously attended by the student.

2. Web pages should not include any information that indicates the physical location of a student at a given time, other than attendance at a particular school or participation in school-related activities.
3. Any student information communicated via the Gananda Web site will comply with district policies on data privacy and public use of school records.
4. In accordance with the district's policy regarding release of student "directory information," staff members do not need to and should not seek parental permission to include student directory information on the district's Web site. Staff members should refer to the list of parental publication restrictions for each building.

Safeguarding Staff Privacy & Publishing Staff Information

1. Web pages may include faculty or staff names; however other personal information about employees, including but not limited to telephone numbers, addresses and personal e-mail addresses, should not be included on any district Web pages.
2. Under no circumstances should a teacher/staff member give students his/her Web site username or password.

Use of Copyrighted Materials/Fair Use/Intellectual Property

1. All employees and students are prohibited from copying materials not specifically allowed by copyright law, "Fair Use" guidelines, licenses or contractual agreements or the permission of the copyright proprietor. Web pages must include a statement of copyright when appropriate and indicate that permission has been secured when including copyrighted materials that such publication is in accordance with the "Fair Use" provisions of the Copyright law.
2. Fair use provisions allow for copyrighted material to be used for the purpose of criticism, comment, news reporting, teaching, scholarship or research. However, information on a Web site—including teacher or student projects—may not be covered by these provisions because they could be widely disseminated due to the fact that they are available on the Internet. Therefore, anyone who is authorized to author a page on the Gananda Web site should obtain permission of the copyright holder before posting copyrighted information on the district's Web site, information included in teacher/student projects that are posted online.

3. Unless otherwise noted, always assume that work (including photographs, text, music and graphics) on the Internet is copyrighted. It is NOT necessary that the copyright symbol (©) be displayed for the work to be protected by copyright laws.

4. Proper attribution must always be given per the organization or the individual.

5. Obtaining permission from the copyright holder should occur during the developmental process or project, rather than waiting to seek permission upon completion of the project. (The University of Maryland Library site contains an excellent sample permission letter at <http://www.umuc.edu/library/sample.shtml>)

6. Unauthorized electronic transmission of copyrighted materials is illegal.

7. Any permission obtained from a copyright holder for text, pictures, graphics, music or other copyrighted material used on the district Web site should be kept on file by the author/creator. A copy should also be sent to the webmaster for district file purposes.

Ownership and Retention

All Web pages on the Gananda Web site, including district, school, classroom and teacher pages, are the property of the school district.

Any Gananda Central staff member who has a teacher Web page is expected to adhere to all of the abovementioned policies. Failure to do so may result in the teacher/staff member's Web page being removed from the district Web site and may result in the teacher/staff member's Web site privileges being rescinded.