



Campus Webmaster Content Standards

The AISD Campus Webmaster Guidelines are designed to aid campuses in planning, developing and implement their own unique web sites.

Free Speech

The schools' right to free speech applies also to communications on the Internet. The Austin Independent School District web pages are considered a limited forum, similar to the school newspaper, and therefore the district may restrict the speech for valid educational reasons. The district will not restrict any speech on the basis of a disagreement with the opinions being expressed.

Site Content

Your development team will determine the major areas of your site during the planning stage. Keeping in mind the purpose of your site and the target audience, you need to establish the content of the pages. The Internet is a very visual medium and lends itself to the use of bright colors and lots graphics and pictures. While this is exciting, it can also cause your target audience problems and frustrations in the excessive time it takes them to have your pages downloaded to their computers.

Moderation is the key in the use of graphics and photos on an individual page. Keep in mind your audience members are most likely using slower modems on their own Internet dial-up account. The limits how fast your graphics and text will appear on their monitor.

There are two major areas of concern in the development of your web pages. First, the safety of your students. Second, plagiarism and copyright infringements.

Safety

The Austin Independent School District is always concerned about the safety of its students. The greatest danger to our young people through Internet access is the possibility they will become involved with an on-line stalker and make the mistake of meeting with this individual person, resulting in less-than-desirable circumstances. Because of this, **DO NOT** place the following information on your web pages:

- Personal contact information (home addresses, phone numbers, pager numbers, etc.)
- Photos of students with their names or any personal contact information

This does not preclude the use of unidentified student photos, simply the identification of the students in the photos. Since one of the main purposes of your site is to highlight your school and it's accomplishments, use such anonymous photo labels as "A student at Anderson", or "Mr. Field's History Class". For information on obtaining parent permission for posting student related information, please see the information below regarding the Federal Educational Rights and Privacy Act (FERPA).

For administrators and staff members, only use their photos, names, or other personal contact information **with their consent**.

FERPA

The Federal Educational Rights and Privacy Act (aka the Buckley Amendment) prohibits the release of any information directly related to a student without written consent of a parent or guardian. This includes names, ages, and any other personal contact or school record information.

The complete text of the Buckley amendment may be viewed at:
<http://www.cpsr.org/prevsite/cpsr/privacy/ssn/ferpa.buckley.html>

External ISPs, External Electronic Networks

As representatives of AISD, administrators and staff need to exercise reasonable caution with respect to material posted on external networks. Additionally, any use of District funds or District personnel to construct a website outside the Austin ISD electronic network makes that external site an extension (by proxy) of the AISD electronic network and is subject to the guidelines and procedures governing the internal electronic network. If your campus website is to link to a staff member, student organization, or parent organization website that is not hosted on AISD's network, a release form (attached) must be signed by the principal allowing the link to be created.

Plagiarism and Copyright

Plagiarism has always been inappropriate, but the internet makes it very easy to cut and paste ideas and writings of other people into documents. This must not be done unless you have specific authorization to do so from the source of the items you want to use.

Creative works (text, music, pictures, graphics, etc.) are automatically protected by copyright from the moment it is created. The author requires no copyright notice or registration. Since a notice is not required, merely publishing a work without a notice is not a relinquishment of copyright rights.

"Public Domain" or "Freeware" is a status of a work that is not protected by copyright because the creator has clearly and specifically relinquished all rights or the copyright has expired. Unless the originator of the work states the items are being placed in the "public domain" or they are being distributed as free for your use, you must consider them as copyrighted items.

The owner of the copyright has the exclusive right to copy, modify, distribute, display/transmit, and perform the work. The owner of a copyright can grant other people permission, called a license, to exercise any of these rights. The permission can be expansive or limited. Permission to copy and distribute does not mean permission to modify or to sell. Transferring a work in the form of digital data, from one computer system to another is considered copying and distributing that work.

Another situation you may encounter is where the author retains and maintains the copyright for the item, but allows free use and distribution as long as they are credited for its creation. Also, they will usually state the item may be freely given away, but may not be sold. Always carefully read all copyright statements that accompany items you find on the internet or those you have purchased on disk or CD-ROM.

Inappropriate Content

Being a public institution, schools and departments must be very careful in the content of their web pages. The following items are prohibited from being placed on your web pages:

Commercial Use - A school or department web pages should not be used for commercial services defined as "offering or providing products or services." This does not prohibit school web sites from linking to commercial sites with educational or educationally relevant content.

Political Lobbying - The use of a web page by district employees for political lobbying activities is prohibited. Engaging in fund-raising or other political activities is also prohibited.

Objectionable Material - School or department web pages must not include access to or contain any objectionable or inappropriate material. What is objectionable or inappropriate will be defined by the Board of Education.

Abusive Material - Schools or departments must not post defamatory, inaccurate, abusive, obscene, profane, sexually-oriented, threatening, harassing, offensive, or illegal language or material. These items are defined by the Board of Education.

Illegal Acts - Schools must not use AISD web pages to engage in any other illegal act, such as arranging for a drug sale or the purchase of alcohol, engaging in criminal gang activity, threatening the safety of any person or vandalism. Vandalism is defined as any malicious attempt to harm, modify, or destroy data, equipment, or software. This includes, but is not limited to, the attempt to obtain, create, or spread computer viruses.

Content Suggestions

As an aid, here is a listing of possible areas, or subjects which you might consider including on your campus website:

- Link to main AISD website
- School Name & Address
- School colors & Mascot
- School motto or slogan
- Upcoming Events
- Programs Highlights of past events
- Internet Links
- Guestbook
- How to contact us: Staff members
- Extracurricular activities
- Sports
- School Newspaper
- PTA Events
- What's New!
- Site Index or "Site Map"
- Band, Choir
- Academic events & programs



Acceptable Use Policy

The Superintendent or designee shall implement, monitor, and evaluate electronic media resources for instructional and administrative purposes.

Availability of Access

Access to the District's electronic communications system(s), including the Internet, shall be made available to students and employees exclusively for instructional and administrative purposes and in accordance with administrative regulations.

Access to the District's electronic communications system(s) is a privilege, not a right. All users shall be required to acknowledge receipt and understanding of all administrative regulations governing use of the system(s) and shall agree in writing to comply with such regulations and guidelines. Noncompliance with applicable regulations will result in disciplinary action consistent with District policies and regulations. (See AISD Student Code of Conduct, Local DDA and DHC, and Code of Ethics and Standard Practice for Texas Educators, Regulations Governing Classified employees, p.6-8) Violations of law may result in criminal prosecutions as well as disciplinary action by the District.

Acceptable Use

The Superintendent or designee shall develop and implement administrative regulations, guidelines, and user agreements, consistent with the purposes and mission of the District and with law and policy governing copyright.

Monitored Use

Electronic mail transmissions and other use of the electronic communication system(s) by students and employees shall not be considered confidential and may be monitored at any time by designated staff to ensure appropriate use for educational or administrative purposes.

Internet Safety

The Austin Independent School District:

- Controls students' access to inappropriate materials, as well as to materials that are harmful to minors;
- Ensures student safety and security when using electronic communications;
- Prevents unauthorized access, including hacking and other unlawful activities; and
- Restricts unauthorized disclosure, use, and dissemination of personally identifiable information regarding students.

Filtering

Each District computer with Internet access shall have a filtering device or software that blocks access to visual depictions that are obscene, pornographic, inappropriate for students, or harmful to minors, as defined by the federal Children's Internet Protection Act and as determined by the Superintendent or designee.

Disclaimer of Liability

The District shall not be liable for the users' inappropriate use of the District's electronic communication resources or violations of copyright restrictions, users' mistakes or negligence, or costs incurred by users. The District shall not be responsible for ensuring the accuracy or usability of any information found on the Internet. The Superintendent or designee will oversee the District's electronic communication system(s). Oversight of the posting of official district, campus, or division/department materials on the District's electronic communication system(s) will be the responsibility of the superintendent, principal, or division/department supervisor or designee. The District's system(s) will be used only for administrative and instructional purposes consistent with the District's mission and goals.

Training

Training for employees and students in the proper use of the system(s) will be provided. Users will be provided copies of the District's acceptable use guidelines. Training in the District's system(s) will emphasize ethical use of the system's resources.

Copyright

Copyrighted software or data may not be placed on any system connected to the District's system(s) without permission from the holder of the copyright. Only the owner(s) or individuals the owner(s) specifically authorized may upload copyrighted material to the system(s).

System Access

With the approval of the principal, or division/departmental supervisor or designee, users will be granted appropriate access to the District's system(s). Any system users identified as having violated District, campus, and/or division/department system acceptable use guidelines will be subject to disciplinary action consistent with District policies and regulations.

System(s) Coordinator's Responsibilities

The system coordinator(s) (principal, or division/department supervisor, or designee) for the electronic communication system(s) will:

1. Be responsible for the disseminating and enforcing applicable District policies and acceptable use guidelines for the District's system(s).
2. Ensure that all users of the District's system(s) complete and sign an agreement to abide by District policies and administrative regulations regarding such use. All such agreements shall be kept on file by the system coordinator.
3. Ensure that all employees supervising students who use the District's system(s) provide training emphasizing the appropriate uses of these resources.
4. Be authorized to monitor or examine all system(s) activities deemed appropriate to ensure proper use of the system(s).
5. Be authorized to set limits for disk utilization on the system(s), as needed.

Individual User Responsibilities

The following standards will apply to all users of the District's electronic information/communications system(s). Users who violate these standards may be subject to disciplinary action in accordance with District policies and regulations:

1. The system(s) may not be used for illegal purposes, in support of illegal activities, or for any other activity prohibited by District Policy.

2. System users may not use another person's ID or password.
3. System users shall maintain electronic information in accordance with established guidelines.
4. System users may not upload programs to the District's system(s) without appropriate authorization.
5. System users may not knowingly bring prohibited materials into the District's electronic communication system(s).

Users who violate these standards may be subject to disciplinary action in accordance with District policy and/or legal actions.

Vandalism Prohibited

Any malicious attempt to harm or destroy District equipment or materials, data of another user of the District's system(s), or any of the agencies or other networks that are connected to the Internet is prohibited. Deliberate attempts to compromise, degrade, or disrupt system performance may be viewed as violations of District policies and administrative regulations and, possibly, as criminal activity under applicable state and federal laws. This includes, but is not limited to, the uploading or creating of computer viruses.

Forgery Prohibited

Forgery or attempted forgery of electronic mail messages is prohibited. Attempts to read, delete, copy, or modify the electronic mail of other system users or deliberate interference with the ability of other system users to send/receive electronic mail is prohibited.

Limitation/Termination/and/or Revocation of System User Access

The District may limit, suspend or revoke a system user's access to the District's system(s) upon violation of District policy or administrative regulations regarding acceptable use.

Warning

System users and parents of students with access to the District's electronic communication system(s) should be aware that use of the system may provide access to other electronic communication systems in the global electronic network that may contain inaccurate or objectionable material.

Disclaimer

The District's system is provided on an "as is, as available" basis. The District does not make any warranties, whether expressed or implied, with respect to any services provided by the system(s) and any information or software contained therein. The District does not warrant that the functions or services performed by, or that the information or software contained on the system will meet the system user's requirements, or that the system will be uninterrupted or error-free, or that defects will be corrected. Opinions, advice, services, and all other information expressed by system users, information providers, service providers, or other third party individuals in the system are those of the providers and not the District. The District will cooperate fully with local, state, or federal officials in any investigation concerning or relating to misuse of the District's electronic communication system(s).



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External ISPs, External Electronic Networks**

External Website Release Form

As representatives of AISD, administrators and staff need to exercise reasonable caution with respect to material posted on external networks. Additionally, any use of District funds or District personnel to construct a website outside the Austin ISD electronic network makes that external site an extension (by proxy) of the AISD electronic network and is subject to the guidelines and procedures governing the internal electronic network.

If your campus website is to link to a staff member, student organization, or parent organization website that is not hosted on AISD's network, this release form must be signed by the principal allowing the link to be created. **By signing this form, the person who is responsible for the external website certifies that they have read, understand, and agree to the AISD Campus Webmaster Content Standards and the AISD Acceptable Use Policy.**

A copy of this form is to be kept with the campus and another copy with the person responsible for the external website.

Website Name: _____

Website Address: _____

Person Responsible: _____

Position: _____

Phone: _____

Fax: _____

Email: _____

Campus Name: _____

Campus Webmaster: _____

Principal or Supervisor Name

Principal or Supervisor Signature

Date

Person Responsible

Signature

Date