

WEB SITE GUIDELINES

A. Web Site Purpose

The purpose of the Regional School Unit 19's (RSU 19) official web site is to provide general information about our school system as well as information about educational programs, extracurricular activities, and school events. The web site is intended to support the educational mission of the schools, to enhance the curriculum and learning opportunities for students and staff, and to provide information to the larger community about our schools.

B. Web Site Structure

The RSU 19 web site includes the following components:

1. System-wide information (such as Central Office, Technology, Transportation, Facilities and Food Service);
2. Individual school information;
3. Individual department, grade level and/or classroom information (which may include student work and/or teacher-created work and resources);
4. School-sponsored extracurricular organization information;
5. Information about RSU 19's communities;
6. Contact information for School Board members and school staff; and
7. Approved links to District research materials.

C. School Unit Authority and Webmaster Responsibilities

RSU 19 reserves the right to edit, delete or modify any web page content as it sees fit to comply with the intended purposes of the web site and these guidelines.

The Superintendent shall designate a Webmaster, who shall be responsible for maintaining the District's web site, approving all material to be posted on the site, and monitoring all web site activities for compliance with Board policies, applicable laws and regulations, and these guidelines.

Only the webmaster and other authorized school staff shall have password protected access to the web server to place and remove web pages and content.

D. Content, Quality and Subject Matter

1. The RSU 19's web site does NOT create, nor is it intended to create, a public or limited public forum. All materials placed on the web site must serve the educational mission of the school.
2. All materials placed on the web site must meet academic standards for proper spelling, grammar, content and accuracy.
3. We page content must comply with all Board policies, administrative procedures and school rules.
4. Web page content must be limited to school-sponsored information and activities. No personal student or staff web pages, chat rooms or discussion groups are permitted on the web site.

E. Confidentiality of Student Information

1. The RSU 19 web site shall be in compliance with all applicable confidentiality laws and regulations.
2. At no time shall personal information about students (such as home address, telephone number, e-mail address, date of birth, social security number, etc.) or information made confidential by state or federal law appear on the web site. The web site will not include any information that indicates the physical location of students at any given time, other than attendance at a particular school or participation in school activities.
3. Student information, photographs or work may only be published on the web site if the student's parent/guardian has signed the Parent/Guardian Agreement Form to Publish Student Information. For purposes of these guidelines, student information includes name, class rosters, awards/honors received, and team/extracurricular activity participation lists.

F. Confidentiality of Staff Information

1. At no time shall personal information about staff appear on the web site (including home address, home telephone number, home e-mail address, birth date, social security number, etc.).
2. Because the RSU 19's web site is maintained in part to enhance communication with students and their families, the school e-mail addresses and/or telephone numbers of staff are published on the web site.

G. Copyright

1. Appropriate permission will be obtained before any copyrighted or trademarked material is used on the web site. No copyrighted material may be reproduced, transmitted or stored on the RSU 19 web site without obtaining permission from the copyright owner.
2. Students shall retain the copyright on materials that they create.
3. An appropriate copyright notice will appear with all copyrighted material published on the web site.
4. Except for the above exceptions, all web pages and materials published on the web site are the property of and owned by RSU 19.

H. Advertising

The RSU 19 web site will not include any advertising, nor will it include any selling activities outside of publicity for school-sponsored and/or approved fundraising activities.

I. Links to External Sites

1. The RSU 19 web site will not include links to any personal web sites of students or staff.
2. The RSU 19 web site may include links only to web sites that have demonstrated educational value to students, staff and/or the community as deemed appropriate by the Webmaster.
3. The RSU 19 web site shall include a disclaimer informing users that links are provided as a convenience and the MSAD #48 does not endorse these sites or have any responsibility for the content of these sites.

J. Additional Requirements

1. The RSU 19 web site shall inform users about how to contact the Webmaster.
2. Each web page will contain the date the page was last updated
3. The Webmaster will provide appropriate information to school users regarding technical requirements for publishing material on the web site.

1st Reading 08/10/09
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