

## School Web Site Publishing

School web sites provide the district with unique and ever-changing ways to interact with the community and improve student learning. School web sites:

1. Allow an individual school to provide current and complete information to its community at large
2. Give the community a means to communicate effectively with students and personnel
3. Create expanded means for student expression
4. Provide new avenues for teachers to help students meet high standards of performance

### **Purpose and use of school web sites**

The primary purpose of a school's web site is to communicate effectively with its community. The principal or designee shall ensure that the site is maintained in such a way that the community receives reasonably current and accurate information.

A school may elect to have its web site serve additional purposes related to its educational mission. These include, but are not limited to:

1. Publishing the student newspaper
2. Publishing student literary magazines
3. Posting teacher-created class information
4. Publishing appropriate student class work

When a school allows student publications on its web site, the purpose of including such publications shall be clearly identified in that section of the site. These publications shall be consistent with the mission, goals, policies, programs and activities of the district. All publications shall meet established district and school requirements related to student print publications and in accordance with state and federal law related to student expression.

### **Advertising/Sponsorships**

Any use of advertising or sponsorships that appears on a school web site must be approved by the school web site administrator, the district's Internet Services Department, and the superintendent or designee. Guidelines for approval shall be established by district's Internet Services Department and the superintendent or designee and must be consistent with district policies and guidelines used in other school and district publications.

The Board of Education directs the superintendent to develop regulations to implement this policy. Such regulations shall address student and staff privacy and content standards for web site publications.

Adopted: January 16, 2001  
Reviewed: February 16, 2016

LEGAL REFS: 20 U.S.C. 1232g (Family Educational Rights and Privacy Act)  
47 U.S.C. 201 *et seq.* (Communications Decency Act of 1995)  
34 C.F.R. 99.1 *et seq.* (Regulations)  
C.R.S. 22-1-120  
C.R.S. 22-32-110 (1)(r)

CROSS REFS: DJG, Vendor Relations  
JICEA, School-Related Student Publications  
JICEC\*, Student Distribution of Non-curricular Materials  
JJA, Student Organizations  
JRA/JRC, Student Records/Release of Information on Students  
JS\*, Student Use of the Internet  
JSA\*, Student Use of Electronic Mail  
KD, Public Information and Communications  
KHC, Distribution of Promotional Materials