

RSU 40 Website Guidelines

Website Purpose

The purpose of RSU 40's official website is to provide general information about our school system as well as information about educational programs, extracurricular activities and school events. This website is intended to support the educational mission of the schools, to enhance the curriculum and learning opportunities for students and staff, and to inform the larger community about our schools.

The website is an outlet for the official message of RSU 40 and is not a forum for dissemination of other views. The content of the website shall remain in the exclusive control of RSU 40, the School Board and designated agents.

Website Structure

The website includes the following content areas:

1. System-wide information (such as Central Office, Technology, Transportation, Facilities, Food Service).
2. School Board information (such as members, officers, committees, meeting agendas, minutes and policies).
3. School-wide information for each school.
4. Individual department, grade level and/or classroom information (which may include student work and/or teacher-created work and resources).
5. Information about school-sponsored extracurricular organizations.
6. Information about school events and activities.
7. Contact information for School Board members and school staff.

School Unit Authority and Webmaster Responsibilities

RSU 40 reserves the right to approve all website content and to edit, delete, or modify any web page content as it sees fit to comply with the intended purposes of the website and these guidelines.

The Superintendent shall designate person(s) within the technology department who are responsible for maintaining the website, approving all material to be posted on the site, and monitoring all website activities for compliance with Board policies, applicable laws and regulations, and these guidelines.

Only designated technology personnel and approved administrative or teaching staff shall have password- protected access to the web server to place and remove web pages and content.

Website Content

1. RSU 40's website does not create, nor is it intended to create, a public or limited public forum. All materials placed on the website must serve the educational mission of the school and support RSU 40's official views regarding how best to accomplish the educational mission of the schools.
2. Website content is limited to school-sponsored information and activities. No personal student or staff web pages are permitted on the website.
3. Blogs or other interactive features are limited to educational purposes and will have specific controls in place to ensure that inappropriate material is not posted. Comments, if used must be moderated for compliance with Board policies, applicable laws and regulations, and these guidelines.
4. Web page content must comply with Board policies, administrative procedures and school rules.
5. All materials placed on the website must meet academic standards for proper spelling, grammar, content, accuracy and appearance.

If the technology person(s) approved for approving content is unsure whether particular material is appropriate for the website, they shall consult with the Superintendent, whose decision will be final.

Confidentiality of Student Information

1. The website will be in compliance with all applicable state and federal confidentiality laws and regulations.
2. At no time will personal information about students (such as home address, telephone number, e-mail address, birth date, social security number, etc.) or any other information made confidential by state or federal law appear on the website. The website 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 website 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.

Confidentiality of Staff Information

1. At no time will personal information about staff appear on the website (including home address, home telephone number, home e-mail address, birth date, social security number, etc.).
2. Because the school unit's website 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 website.

Copy Right

1. Appropriate permission will be obtained before any copyrighted or trademarked material is used on the website. No copyrighted material may be reproduced, transmitted or stored on RSU 40's website without obtaining permission from the copyright owner.
2. Students will retain the copyright on materials that they create.
3. An appropriate copyright notice will appear with all copyrighted material published on the website.
4. Except for the above exceptions, all web pages and content on the website are the property of and are owned by RSU 40.

Website Design and Accessibility

1. The Webmaster is authorized to develop standards for the design and appearance of RSU 40's website. These standards will include measures to make web pages accessible to persons with disabilities. School unit information available on the website will also be made available to the public in alternative ways upon request.

Advertising

The MSAD RSU 40's website will not include any advertising, nor will it include any selling activities outside of publicity for school-sponsored and/or approved fundraising activities.

Links to External Sites

1. The MSAD RSU 40's website will not include links to any personal websites of students or staff.
2. The website may include links only to websites that have demonstrated educational value to students, staff and/or the community, as deemed appropriate by the Webmaster.
3. The website will include a disclaimer informing users that links are provided as a convenience and that MSAD RSU 40 does not endorse these sites or have any responsibility for the content of these sites

Additional Requirements

1. The website will inform users about how to contact the Webmaster
2. Each web page will include 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 website

Cross Reference: IJND-RSU 40 Website Policy

Adopted: October 2, 2008

Revised: November 2, 2017