

<b>FREDERICK COUNTY PUBLIC SCHOOLS</b>	<b>Reg. No. 400-77</b>
<b>Subject:</b> <b>COMPUTERS: FCPS WEBSITE PUBLISHING</b>	<b>Date of Issue:</b> <b>10/7/98</b>
<b>Preparing Office:</b> <b>Office of the Superintendent</b>	<b>Amended:</b> <b>4/1/09</b>

I. Policy

II. Procedures

A. Definitions (list is not intended to be all inclusive)

1. Webmaster – FCPS staff member responsible for creating and maintaining district-wide FCPS websites.
2. Site manager – FCPS staff member assigned responsibility for creating and maintaining (1) the part of the FCPS website that supports a central office department or (2) a school website. The central office administrator or school principal is ultimately responsible for the content of the page.
3. Site contributor — FCPS staff member who contributes content to a specifically assigned page. Example: teachers who have their own teacher pages on school websites.
4. Web Content – textual, visual or aural content that is encountered as part of the user experience on websites. It may include, among other things: text, images, sounds, videos and animations. Blogs, wikis, web pages and forums are all examples of web content.
5. Template – a model page layout in electronic media on which new websites and pages are built; ensures design and content consistency and ease of navigation among websites.

B. School and Central Office Department Websites

1. FCPS websites are educational, professional and community-based tools that promote the FCPS goals and vision. Sites representing all or part of the school system must adhere to the requirements described in this document and all related FCPS regulations. FCPS has the right to place reasonable restrictions on the material posted on, or accessed through, FCPS-supported websites.
2. Each school and central office division is responsible for maintaining a website consisting of a minimum of one page adhering to the template guidelines outlined in the standard operating procedures collaboratively developed by the Technology Services and Communication Services offices and maintained on the FCPS intranet.
3. Any FCPS school or central office site that contains official FCPS information must reside on the FCPS network.

C. Site Manager Responsibilities

1. The site manager shall be an FCPS employee.

2. The site manager is responsible for:
  - a. Monitoring all content for appropriateness, accuracy, timeliness, relevance and compliance with this regulation, including conducting at minimum a monthly review.
  - b. Informing the school principal or central office department head of significant content additions, changes and concerns regarding the websites they manage.
  - c. Controlling the access and roles of any users contributing to that site.
  - d. Informing the FCPS webmaster of changes that affect links from the FCPS website.
- D. Site contributors are responsible for maintaining the content of their assigned web pages in accordance with their principals' or supervisors' requirements and the standards outlined in this regulation.
- E. Web Content Standards
  1. Student writing, artwork, names or photographs may be published in accordance with parental consent found on the FCPS Student Information Card and with media coverage guidelines as printed in the *FCPS Calendar Handbook*.
    - a. Only the student's first name shall appear in conjunction with the student's photograph.
    - b. Home addresses, phone numbers, social security numbers, birthdays, email addresses or any information deemed confidential by state or federal law shall not be published.
    - c. The website shall not include any information that provides the specific physical location of students at a particular time.
  2. Website content shall:
    - a. Not conflict with federal laws, state laws, school system regulations or guidelines. (See Regulation 400-73, "Computers: Digital Networks Acceptable Use," and Regulation 300-45, "Computers: Staff Use.")
    - b. Pertain to the activities of a school or central office department, and/or the FCPS curriculum and instruction.
  3. Linking to or hosting of student or staff personal websites from FCPS sites or servers is prohibited.
  4. Linking from FCPS websites to student- or staff-created educational sites that contain curriculum-related content is acceptable if the link contains the official FCPS disclaimer that the connected site is not the property of FCPS (see 8.b.)
  5. Any direct links from an FCPS site to a non-FCPS website must support the educational goals and vision of FCPS. FCPS cannot be held responsible for the content of externally authored sites included on FCPS web pages.

6. In lieu of downloading or repurposing [www.fcps.org](http://www.fcps.org), <http://insidefcps> or *FCPSTeach* content and posting it to their sites, site managers are to link to existing content on those sites (examples: calendars, menus, enrollment forms, curriculum descriptions, etc.) The most current, approved versions will reside on these sites.
  7. Information shall not be posted if it:
    - a. Contains illegal content or information that could be perceived to advocate student drug, alcohol and tobacco use
    - b. Violates the privacy of others
    - c. Jeopardizes the health or safety of students
    - d. Is obscene, profane or derogatory to individuals
    - e. Is libelous
    - f. Causes disruption of school activities
    - g. Violates copyright laws\*
    - h. Plagiarizes the work of others
    - i. Is a commercial advertisement. (See Regulation 400-30, "Distribution or Posting of Community Informational Materials in Schools.")
    - j. Is not approved by the school principal or central office department head
  8. All websites shall contain these statements:
    - a. "Entire contents Copyright © - All rights reserved. Reproduction of this publication in any form without prior written permission is forbidden."
    - b. "Frederick County Public Schools is not responsible for the content of externally authored links included on FCPS web pages."
- F. Concerns about questionable website content should be directed to the responsible school principal or central office department head, who will determine if any applicable policies, regulations, guidelines or rules have been violated and take the appropriate action.

\*Copyright law and district policy do not allow the re-publishing of text or graphics found on the web, on district websites or file servers without explicit written permission. (See Regulation 500-29, "Copyright.")

Approved:

*original signed by*

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Linda D. Burgee  
Superintendent