

# **DICKINSON INDEPENDENT SCHOOL DISTRICT**

## **RESPONSIBLE USE GUIDELINES FOR ELECTRONIC COMMUNICATIONS**

### **PURPOSE:**

The purpose of Dickinson ISD's Responsible Use Guidelines For Electronic Communications (RUG) is to protect DISD employees and students and provide a safe instructional environment utilizing available technologies. This entails preventing unauthorized access and other unlawful activities by users online; unauthorized disclosure of or access to sensitive information, in order to comply with the Children's Internet Protection Act (CIPA) and Children's Online Privacy Protection Act (COPPA). As used in this policy, "user" includes anyone using the computers, Internet, email and other forms of direct electronic communications or equipment provided by the District or connected to the DISD Network. Dickinson ISD will use technology protection measures to block or filter, to the extent practical, access of visual depictions that are *obscene, pornographic and harmful to minors* over the network. The District reserves the right to monitor users' online activities and to access, review, copy and store or delete any electronic communication or files and disclose them to others as it deems necessary. Users have no expectation of privacy regarding their use of District property, network and/or Internet access or files, including email.

Each year Dickinson ISD provides notification of the RUG via registration documents. Once agreed to, permission to use the District network remains in place until revoked by the parent or the student loses privileges based on violation of the policy.

Teachers, administrators and other school personnel must ensure district data systems are used in a responsible, efficient, ethical and legal manner and such use must be in support of the District's business and education objectives. Violations of this policy by employees may result in employment action up to and including termination from employment. The district will provide training in proper use of the system and will provide all users with copies of the RUG via electronic means or written, if requested. All training in the use of the District's system will emphasize the ethical and safe use of this resource.

### **PROCEDURES:**

#### **MONITORING**

Electronic communications must not be considered confidential and may be monitored at any time by designated district staff to ensure appropriate use for educational or administrative purposes. The school district reserves the right to log, monitor and review Internet, E-mail and other network use of each user. This logging, monitoring and review may be conducted without cause and without notice. Each user of a the school district's network by the use thereof, agrees and consents to such logging, monitoring and review

and acknowledges that they have no right or expectation of confidentiality or privacy with respect to network usage. From a privacy perspective, network storage areas may be treated similar to school lockers. Network administrators may review student and staff files and communications to maintain system integrity and ensure that students and staff are using the system only for appropriate purposes. Users must expect that the files are stored on district servers or computers will not be private.

The district has provided students with access to a Google Drive to utilize for classwork, collaboration with peers and instructors as well as to compile a digital portfolio. These drives as well as the District provided Google Email accounts are monitored for inappropriate content. Content deemed inappropriate will be deleted and is subject to both legal and district disciplinary actions.

### **CONSENT REQUIREMENTS**

Copyrighted software or data must not be placed on any system connected to the District's network without permission from the holder of the copyright. Only the copyright owner(s) or an individual owner specifically authorized may upload copyrighted material to the system. All software, whether purchased with district fund or non-district funds must be pre-approved prior to installation on any system. Approval may be obtained through the Technology Department by completing the *Hardware/Software Approval Form*. No original work created by any district student or employee will be posted on a Web page under the District's control unless the District has received written consent from the student (and the student's parent if the student is a minor) or employee who created the work.

No personally identifiable information about a district student will be posted on a web page under the District's control unless the District has received written consent from the student's parent. An exception may be made for *directory information* as allowed by the Family Education Records Privacy Act (FERPA) and district policy.

### **FILTERING**

In accordance with CIPA, the technology department will filter Internet sites containing material considered inappropriate or harmful to minors. All Internet access will be filtered for minors and adults on computers with Internet access provided by the school and on devices connected to the District's Network. The categories for material considered inappropriate and to which access will be blocked will include but are not limited to: nudity/pornography; images or descriptions of sexual acts; promotion of violence, illegal use of weapons, drug use, discrimination, or participation in hate groups; instructions for performing criminal acts; and online gambling.

**REQUEST TO DISABLE FILTER** site(s) for bona fide research or other lawful educational purposes can be made through the filter submission process. Requests will be reviewed for educational or instructional value and to ensure that the request does not pose harm to the student or district.

## **INDIVIDUAL USER RESPONSIBILITIES**

The individual in whose name a system account is issued will be responsible at all times for its proper use. Any misconduct or misuse of an account will be reviewed and access may be revoked if necessary. The district reserves the right to take immediate action regarding any inappropriate activities below or activities (1) that create security and/or safety issues for the District, students, employees, schools, network or computer resources, or (2) that expend district resources on content the District, in its sole discretion, determines lack legitimate educational content/purpose, or (3) other activities as determined by district personnel as inappropriate.

## **RESPONSIBLE USE AGREEMENT**

General Provisions: Use of the Internet, email and network technology must be in support of the educational mission and instructional program of the school district. With respect to all users, the following are expressly prohibited.

- \*The system must not be used for illegal purposes in support of illegal activities or for any other activity prohibited by district policy or guidelines.
- \*System users must not disable, or attempt to disable, filtering devices on the District's electronic communications system.
- \*Communications must not be encrypted so as to avoid security review by system administrators.
- \*System users must not use another person's system account; this includes deleting, copying, modifying or forging other users' names, emails, files or data; disguising one's identity, impersonating other users or sending anonymous emails.
- \*System users must not redistribute copyrighted programs or data except with the written permission of the copyright holder or designee. Such permission must be specified in the document or must have been obtained directly from the copyright holder or designee in accordance with the applicable copyright laws, district policy and administrative regulations.
- \*A user must immediately back out of an area on the Internet that contains objectionable material. The user must then notify the teacher or campus administrator of the site address.
- \*System users must not send or post messages that are abusive, obscene, sexually oriented, threatening, harassing, damaging to another's reputation or illegal.
- \*System users must not purposefully access materials that are abusive, obscene, sexually oriented, threatening, harassing, damaging to another's reputation or illegal.

\*System users must be mindful that use of school-related electronic mail addresses might cause some recipients or other readers of that mail to assume they represent the District or school, whether or not that was the user's intention.

\*System users must not waste district resources related to the electronic communications system.

\*System users must not damage computer equipment, files, data, or the network in any way, including intentionally accessing, transmitting or downloading a computer virus or other harmful files or programs or disrupting any computer system performance.

\*System users must not gain unauthorized access to resources or information; this includes “hacking” internal or external to the District, or attempting to access information protected by privacy laws; or

\*System users must not use the District network or the Internet for commercial purposes such as; use for personal financial gain; for personal advertising, promotion or financial gain; or conducting for-profit business activities and/or engaging in non-educational fundraising or solicitation activities.

Note: Limited personal use of the system by employees may be permitted if the use:

\*Imposes no tangible cost to the District

\*Adheres to all requirements of the Responsible Use Guidelines for Electronic Communication

\*Does not unduly burden the District’s computer or network resources

\*Has no adverse effect on an employee’s job performance

### STUDENT PROVISIONS

\*Students must not distribute personal information about themselves or others by means of the electronic communication system

\*Students must not use the system to access inappropriate or obscene/sexually oriented materials or materials that may be harmful to minors

\*Students must not disclose, use or disseminate any personal identification information of themselves or other students

### **NETWORK ETIQUETTE**

System users are expected to observe the generally accepted rules of network etiquette.

These include but are not limited to:

\*Be polite; messages typed in capital letters are the computer equivalent of shouting and are considered rude.

\*Avoid being abusive in messages to others. General school district rules and policies for behavior and communication apply.

\*Use appropriate language; swearing, vulgarity, ethnic or racial slur and any other inflammatory language are prohibited.

- \*Do not reveal the personal addresses or telephone numbers of others.
- \*Recognize that Email is not private or confidential.
- \*Assuming someone else’s identity when sending/receiving messages is considered inappropriate and is not allowed.
- \*Transmitting obscene messages or pictures is prohibited.
- \*Using the network in such a way that would disrupt the use of the network by others is prohibited.
- \*Respect the rights of other users to an open and hospitable technology environment, regardless of race, sexual orientation, color, religion, creed, ethnicity, age, marital status or disability.

**EDUCATING STUDENTS**

Students receive instruction in responsible online behavior including interacting with others through social networking sites, chat rooms and other online resources. Information regarding what defines cyber-bullying and the consequences of cyber-bullying is also provided.

**SECURITY**

Security on any network system is a high priority especially when the system involves many users. Each user is required to report any security problems to the system administrator. Any users identified as a security risk or having a history of violating this or any other Responsible Use Agreement may be denied access to the District’s private network.

- \*Users are to take all reasonable precautions to prevent others from being able to use their accounts including coworkers, friends or family. Under no conditions must a user provide his/her password to another person.
- \*Users are prohibited from logging on to the District's private network or any other network as a system administrator.
- \*Users are to avoid the inadvertent spread of computer viruses by following the school district virus protection procedures if they download software or share a common file directory.
- \*Users are to immediately notify a system administrator of any possible security problem.
- \*Uses are to promptly disclose to the appropriate school employee any message received that is inappropriate.

**DUE PROCESS**

The District will cooperate fully with local, state or federal officials in any investigation concerning or relating to any illegal activities conducted through the District's private network.

\*In the event there is an allegation that a student has violated the District Responsible Use Agreement the student will be provided with a written notice of the alleged violation and will be provided with notice and opportunity to be heard in the manner set forth by existing School Board Policy. Disciplinary actions may be taken.

\*Employee violations of the District Responsible Use Agreement will be handled in accordance with law and Dickinson ISD Board Policy.

**OTHER ISSUES: Proper use of district communications is required for 21st century learners. By educating students about responsible technology use and online behavior, Dickinson ISD employees and students will understand the use of technology and the consequences if used inappropriately.**

VANDALISM PROHIBITED: Any malicious attempt to harm or destroy district equipment or data or data of another user in the District's system, or any of the agencies or other networks that are connected to the Internet is prohibited. Deliberate attempts to degrade or disrupt system performance are violations of federal laws. Such prohibited activity includes but is not limited to the uploading or creating of computer viruses. Vandalism as defined above will result in the cancellation of the system use privileges and will require restitution for costs associated with system restoration as well as other appropriate consequences. (See DH, FN Series, FO Series and the Dickinson ISD Student Code of Conduct).

CYBER BULLYING PROHIBITED: Cyber bullying includes but is not limited to the following misuses of technology: harrasing, teasing, intimidating, threatening or terrorizing another student or staff member by way of any technological tool; such as sending or posting inappropriate or derogatory email messages, instant messages, text messages, digital pictures or images or website postings (including blogs) which has the effect of:

- \*Physically, emotionally or mentally harming an individual
- \*Placing an individual in reasonable fear of physical, emotional or mental harm
- \*Placing an individual in reasonable fear of damage to or loss of personal property
- \*Creating an intimidating or hostile environment that substantially interferes with an individual's educational opportunities

All forms of bullying are unacceptable and to the extent that such actions are disruptive to the educational process of the school district. Offenders will be subject to appropriate staff intervention which may result in administrative discipline.

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, deliberate interference with the ability of other system users to send/receive electronic mail, or the use of another person's user ID and/or password is prohibited.

INFORMATION CONTENT/ THIRD-PARTY SUPPLIED INFORMATION: System users and parents of students with access to the District's system must be aware that use of the system may provide access to other electronic communications systems in the global electronic network that may contain inaccurate and/or objectionable material. A student who gains access to such material is expected to discontinue the access as quickly as possible and to report the incident to the supervising teacher.

A student knowingly bringing prohibited materials into the school's electronic environment will be subject to suspension of access and/or revocation of privileges on the District's system and will be subject to disciplinary action in accordance with the Student code of Conduct.

An employee knowingly bringing prohibited materials into the school's electronic environment will be subject to disciplinary action in accordance with district policies.

SOCIAL NETWORKING AND NEWSGROUPS: Students are prohibited from participating in social networking or a newsgroup accessed on the Internet that is not district approved. Such participation is permissible for employees in accordance with District policies and procedures/regulations.

STUDENT CELL PHONE USE: Cell phone use by students is determined on a campus basis. Any student device connected to the Dickinson ISD wireless network is subject to monitoring of network activity.

PERSONAL ELECTRONIC DEVICES: DISD will allow smart phones, laptops and other network enabled devices on the District wireless Network. All devices on the network are subject to content filtering while connected.

DISTRICT ISSUED EQUIPMENT: Users issued district equipment are responsible for its care and maintenance. Equipment must be properly stored in the proper location and must be kept clean and maintained. Users who lose or damage district equipment due to negligence will be required to pay for the cost of replacement.

A student's parent is legally responsible for property damage caused by the negligent conduct of the student if such conduct is reasonably attributable to the negligent failure of the parent to exercise the duty or by the willful or malicious conduct of a student.

School principals have the responsibility to establish a plan to ensure adequate supervision of students. They are also responsible for interpreting and enforcing this policy at the campus level.

Any inappropriate use of an electronic device will be subject to the guidelines established in the DISD Responsible Use Agreement.

### **TERMINATION/REVOCAION OF SYSTEM USER ACCOUNT**

Termination of employee or student access for violation of district policies or regulations will be effective on the date the principal or technology department receives notice of student withdrawal or of revocation of system privileges, or on a future date if so specified in the notice.

### **DISCLAIMER**

The district makes no guarantees about the quality of services provided and is not responsible for any claims, losses, damages, costs or other obligations arising from use of the network or accounts. Any additional charges a user accrues due to use of the District's network are to be borne by the user. The district also denies any responsibility for the accuracy or quality of the information obtained through user access. Any statement, accessible on the computer network or the Internet, is understood to be the author's individual point of view and not that of the District, its affiliates, or employees. 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, that the system will be uninterrupted or error free, or that defects will be corrected. Opinions, advice, service and all other information expressed by system users, information providers, services 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 communications system.



## **STUDENT AGREEMENT FOR RESPONSIBLE USE OF THE DICKINSON ISD ELECTRONIC COMMUNICATIONS SYSTEM**

You are being given access to the Dickinson ISD electronic communications system. Through this system you will be able to communicate with other schools, colleges, organizations and people around the world through the Internet and other electronic information systems/networks. You will have access to hundreds of databases, libraries and computer services all over the world.

With this educational opportunity comes responsibility. It is important that you read the Responsible Use of Electronic Communications agreement found in your handbook and ask questions if you need help understanding it. Inappropriate system use will result in the loss of the privilege to use this educational tool.

Please note that the Internet is a network of many types of communication and information networks. It is possible that you may run across areas of adult content and some material you (or your parents) might find objectionable. While the District will take reasonable steps to restrict access to such materials, it is not possible to absolutely prevent such access. It will be your responsibility to follow the rules for appropriate use.

### **RULES FOR APPROPRIATE USE**

- \*You must immediately back out of an area on the Internet that contains objectionable material. The user must then notify the teacher or campus administrator of the site address.
- \*You will be held responsible at all times for proper use, as identified in the Responsible Use of Electronic Communication, and the District may suspend or revoke your access if you violate the rules. The DISD Responsible Use of Electronic Communications document is located on the Dickinson ISD Website or available by request to the Public Information Office at 281-229-6000.
- \*All users are expected to utilize proper network etiquette.

### **INAPPROPRIATE USES**

- \*Using the system for any illegal purpose
- \*Borrowing someone's account without permission
- \*Posting personal information about yourself or others (such as addresses and phone numbers)
- \*Downloading or using copyrighted information without permission from the copyright holder
- \*Posting messages or accessing materials that are abusive, obscene, sexually oriented, threatening, harassing, damaging to another's reputation or illegal

- \*Wasting school resources through the improper use of the computer system
- \*Gaining unauthorized access to restricted information or resources

### **CONSEQUENCES FOR INAPPROPRIATE USE**

- \*Suspension of access to the system
- \*Revocation of the District network account
- \*Other disciplinary or legal action in accordance with the Student Code of Conduct and applicable laws

## **EMPLOYEE AGREEMENT FOR RESPONSIBLE USE OF THE DISD ELECTRONIC COMMUNICATION SYSTEM**

You are being provided access to the Dickinson ISD electronic communications system. Through this system you will be able to communicate with other schools, colleges, organizations and people around the world through the Internet and other electronic information systems/networks. You will have access to hundreds of databases, libraries and computer services all over the world.

With this opportunity comes responsibility. It is important that you read the District policy, administrative procedures/regulations and agreement form and ask questions if you have them. Inappropriate system use will result in the loss of the privilege to use this educational and administrative tool and will also result in appropriate employment action up to and including termination from employment.

Please note that the Internet is a network of many types of communication and information networks. It is possible that you may run across some material you might find objectionable. While the District will take reasonable steps to restrict access to such material, it is not possible to absolutely prevent such access. It will be your responsibility to follow the rules for appropriate use.

### **RULES FOR APPROPRIATE USE**

The DISD network account is to be used mainly for educational purposes but some limited personal use is permitted.

Limited personal use may be permitted if the use:

- \*Imposes no tangible cost to the District
- \*Does not unduly burden the District's computer or network resources
- \*Adheres to all requirements of the Responsible Use of Electronic Communications policy
- \*Has no adverse effect on an employee's job performance
- \*Is not used in any way for personal gain

Employees will be held responsible at all times for the proper use of their account and the District may suspend or revoke access if rules are violated.

Remember that people who receive email from you with a school address may think your message represents the District's or the school's point of view.

### **INAPPROPRIATE USES**

- \*Using the system for any illegal purpose
- \*Borrowing someone else's account without permission
- \*Downloading or using copyrighted information without permission from the copyright holder
- \*Posting messages or accessing materials that are abusive, obscene, sexually oriented, threatening, harassing, damaging to another's reputation or illegal
- \*Wasting school resources through improper use of the computer system
- \*Gaining unauthorized access to restricted information or resources

### **CONSEQUENCES FOR INAPPROPRIATE USE**

- \*Suspension of access to the system
- \*Revocation of the District network account
- \*Other disciplinary or employment or legal action in accordance with the Employee Handbook, District Policies and applicable laws.

I understand that my computer use is not private and that the Dickinson Independent School District will monitor my activity on the District network. I have read the DISD Responsible Use of Electronic Communications administrative regulation and agree to abide by its provisions. In consideration of the privilege of using the District's electronic communications system and in consideration for having access to the public networks, I hereby release the District, its operators and any other institution with which they are affiliated from any and all claims and damages of any nature arising from my use of, or inability to use, the system including, without limitation, the type of damages identified in the District's policy and administrative regulations.

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Signature

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Home Address

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Date

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Home phone number

## Internet Use Terms

**Publishing on the Internet:** In the course of student projects and classroom activities, students may create original works that warrant publishing on the Internet via a teacher, campus or district home page. Student work may be “published” on the Internet to be viewed by other users around the world unless the parent objects in writing. In the interest of student safety, name always indicates the first initial and full last name or first name only of the student. Any other student name configuration will require specific parental permission

**Availability of Access:** Access to the Internet/Network connection by Dickinson ISD employees will be given exclusively for the instructional and administrative purposes in accordance with the District’s educational goals and in a manner consistent with the policies and procedures of Dickinson ISD. Before access is granted to any DISD employee, they must read the Responsible Use Guidelines and submit a DISD agreement.

**Individual student access** to a live Internet/Network connection will be allowed only after the student has been trained on the appropriate use of the Internet. Student access will be through teacher designed instruction for the sole purpose of the completion of school projects and activities with priority given to those students with required classroom assignments.

**Inappropriate Use:** Includes, but is not limited to, those uses that violate the law, that are specifically named as violations below, that violate the rules of network etiquette, or that hamper the integrity or security of this or any network connected to the Network/Internet. As a “rule of thumb” any materials published on the system must be appropriate for display in any classroom in the District, including classrooms of our youngest elementary school students.

**Commercial Use:** Use of technology for commercial purposes, product advertisement or political lobbying is prohibited. A commercial purpose is defined as offering or providing products or services. Sending unsolicited junk mail or chain letters is prohibited.

**Vandalism/Mischief:** Vandalism and mischief are prohibited. Vandalism is defined as any malicious attempt to harm, modify or destroy computer hardware, the data or reputation of other users, the Network/Internet, or any networks that are connected to the Network/Internet. This includes but is not limited to the creation or propagation of computer viruses and unauthorized access such as “hacking.” Any interference with the work or other users, with or without malicious intent, is construed as mischief and is strictly prohibited.

**File/Data Violations:** Deleting, examining, copying or modifying files and/or data belonging to other users, without their permission, is prohibited.

**System Interference/Alteration:** Deliberate attempts to exceed, evade or change resource quotas are prohibited. The deliberate causing of network congestion through mass consumption of a system resources is prohibited.

**Reporting Security Problems:** If a user identifies or has knowledge of a security problem on the Network/Internet, the user must immediately notify a teacher, administrator or the system administrator. The security problem must not be shared with any others.

**Inadvertence:** It is understood that inappropriate sites may be accidentally encountered through no malicious intent. If a system users accidentally enters an inappropriate site, the system user must immediately back out of the site.

**Impersonation:** Attempts to log on to the Network/Internet impersonating a system administrator or DISD employee will result in revocation of the user's access to Network/Internet, possible discipline measures, and may result in legal action. Dickinson ISD employees must not allow students access to a computer that is logged on using that employee's login and password.

**Other Security Risks:** Any user identified as having had access privileges revoked or denied on another computer system may be denied to the DISD Network/Internet.

### **Email Accounts Glossary**

**Availability of Access:** District email accounts are intended for instructional and administrative use and will be provided by DISD to those employees who have received authorization and approval by their campus administrator and/or district level supervisor.

**Email Services:** Space will be allocated to each user for email messages.

**Monitored Use:** Electronic mail transmissions and other use of the electronic communications system by students and employees must not be considered confidential and may be monitored at any time by designated district staff to ensure appropriate use for educational or administrative purposes.

**Electronic Mail Violations:** Forgery of electronic mail messages is prohibited. Reading, deleting, copying or modifying the electronic mail of other users, without their permission, is prohibited.

**Disclaimer of Liability:** The district will not be liable for users' inappropriate use of electronic communication resources, users' mistakes or negligence, or costs incurred by users.

**Training:** The district provides opportunities for training to employees in the proper use of the email system, and the training will emphasize the ethical use of this resource.

**User Responsibilities:** Each individual in whose name a system account is issued will be responsible at all times for its proper use. System users must not use another person's account without written permission from the email administrator. The system must not be used for illegal purposes, in support of illegal activities or for any other activity prohibited by district procedure.

**Student Email:** Students are provided a district gmail account. The Account is monitored at all times and is to be utilized for educational purposes.

**User Passwords:** All employee user passwords must be changed a minimum of every 90 days and have a minimum of 9 and maximum of 15 characters. A combination of 3 of the following 4 characteristics must also exist: Upper case, lower case, digit and special character.

**Email Network Etiquette:** System users are expected to observe the following network etiquette. Be polite, messages typed in all capital letters are the computer equivalent of shouting and are considered rude. Use appropriate language; swearing, vulgarity, ethnic or racial slurs, and any other inflammatory language are prohibited. Transmitting offensive, lewd messages or pictures is prohibited. Students are prohibited from revealing the personal addresses or phone numbers of themselves or others. Use the network in such a way that would disrupt its use by other users is prohibited.

**Correspondence Distribution:** Any memo correspondence sent via email must follow the same district guidelines as is used for other correspondence distribution. Dickinson ISD created distribution lists are limited to administrators or their designee.

**Records Retention:** Records retention guidelines apply to email correspondence and must be followed. System users must purge electronic mail in accordance with established retention guidelines.

## Web Page Publishing

**District Server:** The Dickinson ISD web page will reside on the District server and will contain district level information, including public information, departmental information and pertinent campus-related items.

**Campus Web Pages:** The Dickinson ISD campus web pages reside on a district-owned server and a link will be provided from the Dickinson ISD page to campus web pages. All campuses are required to have a campus web page and to maintain that page with updated information.

**Teacher Web Pages:** Dickinson ISD provides a web-based tool for teachers to create and maintain classroom websites. The sites reside on district-owned servers and a link will be provided on the campus web pages to all teacher and other designated staff web pages. Teachers who have a website account must keep the account current and follow all web publishing specifications. Websites will be subject to approval by the campus administrator or principal designee.

**Publishing Approval:** The Dickinson ISD webmaster and the Dickinson ISD site manager will have final approval for all publishing media residing on the District server. The campus webmaster and the principal or principal designee must provide final approval of all materials and web-authored pages prior to publishing any web pages on the Internet.

**Publishing Proficiency:** All personnel involved in creating, administering or maintaining a campus home page and all personnel involved in creating, administering or maintaining pages on the District home page will be required to complete training or show proficiency in web publishing as determined by the campus administrator or district level supervisor.

**Linking to Personal Home Pages:** Approved links created by Dickinson ISD employees or students that reside off Dickinson ISD servers must contain a notice that will automatically prompt the following disclaimer. “You are leaving the DISD webpage, thank you for visiting our site.”

**Anonymous Materials:** No anonymous media will be published on any Dickinson ISD campus web page.



**Photographs:** Group photographs of students may be published on the web if no written parental objection is on file. Accompanying text may be published on the web page with student names. Individual photographs of students may be published on the web as well.

**Copyright Issues:** All campus and district publishing must strictly adhere to all copyright laws and must obtain in writing the necessary authority to publish any copyrighted materials, including but not limited to photographs, cartoons, logos, sound files and music files.

**Student Work:** Authentic writings or artwork can be published with first initials and last names or first names only of students. Any other student name configuration will require specific parental permission. The creators of these authentic writings and artwork will be responsible for the content of these materials and must adhere to all copyright laws. All student-created pages and original works must contain the following disclaimer. This page (or work) was created by and represents the views and opinions of the creator(s). It does not represent the views of, nor does the Dickinson Independent School District or any of its employees endorse in any way.

**Personal Information:** No home addresses, phone numbers or other personal information may appear on student-created pages or works or any official campus page published on any campus or district server.

**Accuracy:** All electronic publications are expected to meet conventional academic standards of proper spelling, grammar and accuracy of information.

**Educational Purpose:** Content of all web pages must relate to education and the Dickinson Independent School District. No advertising by organizations outside the school is permitted, unless expressly authorized by the principal or principal designee, the District webmaster and District Site Manager. Inclusion of such phrases as “Created using...” or “Best viewed using...” are considered appropriate recognition of tools used in development and are not constrained under this guideline.

**External Links:** External links on campus pages will be permitted only if: (1) they are education-related, (2) they are appropriate for students for all grade levels, (3) they have been thoroughly previewed by the teacher, (4) and only with approval of the campus webmaster and school principal or principal designee.

**Procedure:** All web pages must conform to school procedure and board procedure.

**Disclaimer of Liability:** The district will not be liable for inappropriate use of electronic communication resources or violation of copyright restrictions, users' mistakes or negligence, or costs incurred by users. The district will not be responsible for ensuring the accuracy or usability of any information found on the Internet.

## Web Publishing Specifications

**Authoring Software:** Dickinson ISD determines the software utilized for web publishing district wide. Any variation from the District approved software must be approved by the communications department and the Cabinet member that supervises the requesting department.

**Graphics:** The use of small graphics is encouraged. Large graphics, sound files and video clips must be considered very carefully and where appropriate, must be links within the originating page. This will allow the user with limited download speeds to determine which items are to be viewed. This can easily be combined with a smaller version graphic that displays an inline "thumbnail" sketch of the larger picture. Graphics larger than 300k must be avoided whenever possible. If the graphics to be displayed are larger than 300k, a thumbnail must be displayed on the current page with a link to the larger graphic so that this download is optional. JPEG and GIF formats are the preferred format for all photos and graphics. Images must be limited to 256 colors.

**Audio:** Sound files must be avoided except as an optional link from a page. Due to the large size of most sound files, overall use of them must be limited so as to lessen server load.

**Video:** Movies (video files) must be avoided to lessen the server load. If movies must be included, QuickTime movies offer the greatest cross-platform portability for users at this time. As an alternative, a link could be provided that will allow the viewer the choice to go to the page where the movie is contained.

**File Format:** All file names must be in lowercase, eight or fewer characters, with no embedded spaces. This file format will allow the web pages to be placed on different operating systems with no exporting problems. As an extension of them must also be used at the end of the file names.

**Proper Citation:** When using an externally produced graphic or text file, campus and district authors must give credit at the bottom of the web page indicating the original producer with a notation regarding how and when permission was granted. The URL (web address) must also be included whenever possible.

**Copyright Permissions:** All web pages submitted to the campus webmaster and principal or principal designee for approval to publish must be accompanied by written permission to use such graphics, photographs, original writings and artwork as are contained in the web pages.

**Do Not** assume any media published on the Internet is free to use if it does not display copyright information. Authority to duplicate any media must be obtained and the web manager for these sites must not be considered a source for permission. Permission must be received from the creator.

**Photographs:** Group photographs of students may be published on the web if no written parental objection is on file. Accompanying text may be published on the web page with students' first initials and last names or first name only, and in such a manner that readers do not readily match a name to face or names to faces. Individual photographs of students may be published on the web after obtaining incident specific written parental permission and must adhere to the naming scheme above.

**Publishing Student Work and/or Photographs:** All web pages submitted to the campus webmaster and principal or principal designee for approval to publish must be checked against the list of students whose parents have requested that information not be published regarding their son/daughter.

**Accuracy:** All web pages submitted to the campus webmaster and principal or principal designee for approval to publish must first be spell-checked by the authoring software and must be proofread for content and grammar and copyright compliance.

**Updates:** Campus web pages must include, when possible, the date of the last update of the page, the name of the author of the page, a link back to the campus home page and the full URL of the page when space permits. Maintenance schedules must be set in place by the campus webmaster for periodic monitoring and updating of all campus web pages.

**Ownership:** Materials published on the District home page become the property of the school district if they were developed during school hours or on district computers. Materials published on the District home page that were developed, displayed or contributed to the system as part of a school project become the property of the school district on a "one-time use" basis. Ownership of the materials will revert back to the individual or group who created them as part of a school project once the publishing cycle has ended. After such time, the District may obtain permission from the individual or group to publish the materials again in the future.

**Page Length:** Web pages must be kept short and a single page must not be more than four or five screens in length unless a table of contents is provided at the top of the page with the internal links that allows for quick maneuvering back and forth between the top and bottom of the page.