

Instruction

Administrative Procedure - Web Publishing Guidelines

General Requirements

All material published on the Cooperative's website must have educational value and/or support the Cooperative guidelines, goals, and policies. Material appropriate for web publishing includes information about the Cooperative and its Board members, agendas, policies, appropriate administrative procedures, Department activities or services, schools, teachers or classes, student projects, and student extracurricular organizations. Personal information, not related to education, will not be allowed on the Cooperative's website.

The Cooperative webmaster shall implement a centralized process for review and uploading of material onto the Cooperative's website to ensure that, before material is published, it complies with Cooperative policy and procedures. The Cooperative webmaster shall supervise the efforts of all staff members responsible for web publishing at each level of Cooperative web publishing and, when appropriate, hold in-service opportunities for those staff members. The staff members responsible for web publishing are identified in these procedures in the section **Different Levels of Web Publication**. The Cooperative webmaster shall provide regular feedback and suggestions to the Superintendent regarding these Guidelines.

All content published on the Cooperative's website must:

1. Comply with all State and federal law concerning copyright, intellectual property rights, and legal uses of network computers.
2. Comply with Board policies, administrative procedures, these Guidelines, and other Cooperative guidelines provided for specific levels of publishing. This specifically includes the Board's *Access to Electronic Networks* policy and the Cooperative's procedures on *Acceptable Use of the Cooperative's Electronic Networks*.
3. Due to limited storage space and varying network speeds, file sizes may be limited by the Cooperative webmaster.
4. Comply with the publishing expectations listed below.

Material that fails to meet these Guidelines or is in violation of Board policy and/or procedures shall not be published on the Cooperative's website. The Cooperative reserves the right to remove any material in violation of its policy or procedures. Failure to follow these Guidelines or Board policy and/or procedures may result in loss of privileges, disciplinary action, and/or appropriate legal action.

Publishing Expectations

The following are minimum expectations for all Cooperative web pages:

1. The style and presentation of web published material should be of high quality and designed for clarity and readability. Material shall not be published in violation of the Cooperative's procedures on *Acceptable Use of the Cooperative's Electronic Networks*, including material that is abusive, obscene, profane, sexual threatening, harassing, knowingly false or invades the privacy of any individual. Anonymous messages are prohibited.
2. Correct grammar and spelling are expected.
3. All information must be verifiable.

4. Publications must include a statement of copyright when appropriate and indicate that permission has been secured when including copyrighted materials.
5. Publications must identify affiliation with the Cooperative, school, and/or department.
6. Widespread use of external links to non-Cooperative websites is discouraged, but if used, the external sites must contain appropriate educational materials and information as exclusively determined by the Cooperative. Every effort should be made to ensure that all links are operational. Every link to an external website must open a new browser window.
7. Relevant dates are required on all publications, including the date on which the publication was placed on the Cooperative's website. Each site should contain the date the page was last updated.
8. All publications must include the Cooperative email address of the staff member responsible for the page. This provides a contact person for questions or comments. If a student is the publisher, the sponsoring staff member's email must be included as the responsible person. Only Cooperative staff members may act as student sponsors.
9. Use of the Cooperative's website for personal or financial gain is prohibited. No commercial or private accounts should be listed on any Cooperative web pages.
10. All documents should be previewed on different web browsers, especially Google Chrome, Mozilla Firefox, or Microsoft Edge, before being posted on the Cooperative's website.

For more information about these expectations or other issues related to web publishing, please contact the System Administrator.

Protecting Student and Staff Privacy

Personal information concerning students or staff members, including home addresses and telephone numbers, shall not be published on Cooperative web pages.

A student's last name, last name initial, and grade-level shall not be published on Cooperative web pages. In addition, student records shall not be disclosed. In special circumstances (e.g., where accolades are warranted), the sponsoring staff member should contact the Building Principal who may seek permission from the student's parents/guardians. Web pages shall not display student pictures with a student identified by his or her name unless written parental permission was first granted (e.g., by executing the form *Using a Photograph or Videotape of a Student*). Student email addresses, whether a personal or Cooperative account, shall not be listed on any Cooperative web page.

Submitting Material to Be Published

Everyone submitting material for publication on the Cooperative's website shall have signed an *Authorization for Access to the Cooperative's Electronic Networks*. Before material is published on the Cooperative's website, the author must authorize the Cooperative in writing to publish the material, unless the Cooperative owns the copyright. All material submitted by a teacher or other staff member for publication on the Cooperative's website is deemed "work for hire," and the copyright in those works vests in the Cooperative. All material submitted for the Cooperative's website is subject to treatment as a Cooperative-sponsored publication.

Different Levels of Web Publication

The following guidelines provide specific information regarding web publishing at different levels within the Cooperative. At each level, a staff member is identified as being responsible for web publishing at that level. This individual's web publishing efforts are supervised by the Cooperative webmaster.

Cooperative-Level

The Cooperative webmaster conducts the Cooperative-level web publishing efforts and supervises other levels of web publishing. Cooperative-level publishing includes the Cooperative's homepage as well as any publishing activities representing the Cooperative as a whole, e.g., information about Board meetings, Board policy, and schedules. The Cooperative homepage shall have a link to an Online Privacy Statement.

Department-Level

Cooperative departments (e.g., Curriculum, Assistive Technology) may publish their own web pages as part of the Cooperative's website. The department supervisor or director is ultimately responsible for his or her respective department's web pages, but may appoint a staff member as the department's webmaster to fulfill the maintenance, reviewing, and uploading tasks. The department supervisor or director shall keep the Cooperative webmaster informed of who is the department webmaster.

The web-published material should coincide with that department's printed material. The Cooperative webmaster should be consulted before publishing potentially sensitive material, e.g., school comparisons or student data.

The department front pages should maintain the look and feel of the Cooperative homepage: – the connection to the Cooperative should be obvious. Links to the main website's homepage must be included at the bottom of main pages, and the Cooperative's logo must be included at the top of main front pages of each department.

CROSS REF.: 6:235 (Access to Electronic Networks), 7:315 (Restrictions on Publications; High Schools)

ADMIN. PROC.: 5:170-AP1 (Copyright Compliance), 6:235-AP1 (Acceptable Use of the Cooperative's Electronic Networks), 6:235-AP1, E1 (Student Authorization for Access to the Cooperative's Electronic Networks), 6:235-AP1, E2 (Staff Authorization for Access to the Cooperative's Electronic Networks), 6:235-E3 (Online Privacy Statement)

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