

ELECTRONIC PRESENCE GUIDELINES

A. Electronic Presence Purpose

The purpose of the Brunswick School Department's official Electronic Presence is to provide general information about our school system as well as information about educational programs, extracurricular activities, school events, and student and staff achievements. The Electronic Presence is intended to support the educational mission of the schools, to enhance the curriculum and learning opportunities for students and staff, and to provide valuable information to the larger community about our schools. The following guidelines are intended to ensure that the Electronic Presence meets these goals and to establish reasonable controls to protect the privacy of students and staff, to ensure that the Electronic site is in compliance with applicable laws, and to ensure that it meets the highest educational and quality standards.

B. Electronic Presence Structure

The Brunswick School Department Electronic Presence includes the following components:

1. System wide information (including but not limited to Central Office information, School Board information, Transportation, Facilities, and Food Service information);
2. Individual school information;
3. Individual department, grade level and/or classroom information (including student work and/or teacher-created work and resources); and
4. School-sponsored extracurricular organization information.

C. School Department Authority and Webmaster Responsibilities

The Brunswick School Department reserves the right to edit, delete, or modify any Electronic Presence content as it sees fit to comply with the intended purposes of the Electronic Presence and these guidelines.

The Superintendent shall designate personnel, who are responsible for maintaining the School Department's Electronic Presence, approving all material to be posted on the site, and monitoring all Electronic site activities for compliance with Board policies, applicable laws and regulations, and these guidelines.

D. Content, Quality and Subject Matter

1. The Brunswick School Department web presence does not create, nor is it intended to create, a public or limited public forum. All materials placed on the Electronic site must serve the educational mission of the school and comply with all Board policies, administrative procedures and school rules concerning the publication and distribution of school-sponsored materials.

2. All materials placed on the web presence must meet academic standards for proper spelling, grammar, content, and accuracy.
3. All materials placed on the Electronic Presence must comply with all Board policies, administrative procedures and school rules concerning the acceptable use of technology.
4. Electronic Presence content must be limited to school-sponsored information and activities. No personal student or staff Electronic pages, chat rooms, or discussion groups are permitted on the Electronic presence.

E. Confidentiality of Student Information

1. The Electronic Presence shall be in compliance with all applicable confidentiality laws and regulations.
2. At no time shall personal information about students (such as home address, telephone number, e-mail address, birth date, social security number, etc.) or information made confidential by state or federal law appear on the Electronic Presence. The Electronic Presence 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 Electronic Presence if the student's parent/guardian has signed the Parent/Guardian Agreement Form to Publish Student Information. For purposes of these guidelines, student information may include name, class rosters, awards/honors received, and team/extracurricular activity participation lists in accordance with Exhibits 1, 2, & 3 of File IJND.

F. Confidentiality of Staff Information

1. At no time shall personal information about staff appear on the electronic presence (including home address, home telephone number, e-mail address, birth date, social security number, etc.).
2. Because the School Department Electronic Presence is maintained in part to enhance communication with students and their families, the school e-mail addresses and/or school telephone numbers of staff may be published on the Electronic Presence.

G. Copyright

1. Appropriate permission will be obtained before any copyrighted or trademarked material is used on the Electronic Presence. No copyrighted material may be reproduced, transmitted or stored on the School Department Electronic site without obtaining permission from the copyright owner.
2. Students shall retain the copyright on materials that they create.
3. An appropriate copyright notice will appear with all copyrighted material published on the Electronic Presence.
4. Except for the above exceptions, all Electronic pages and materials published on the Electronic Presence are the property of and owned by the Brunswick School Department.

H. Advertising

The Brunswick School Department Electronic Presence will not include any advertising, nor will it include any selling activities outside of publicity for school-sponsored and/or approved fundraising activities.

I. Links to External Sites

1. The Brunswick School Department Electronic Presence will not include links to any personal web presence of students or staff.
2. The Electronic Presence may include links only to Electronic sites that have demonstrated educational value to students, staff and/or the community, as deemed acceptable by appropriate school department officials.
3. The Electronic Presence may include links that are provided as a convenience; the Brunswick School Department does not endorse these link sites or have any responsibility for the content of these sites.

J. Additional Requirements

1. The Electronic Presence shall inform users about how to contact the Electronic site creator.
2. The Electronic Presence home page will contain the date the page was last updated.
3. The Technology Supervisor will provide appropriate information to school users regarding technical requirements for publishing material on the Electronic site.

Adopted: 1/9/02

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