

**AGENDA
SCHOOL DISTRICT OF MANAWA
POLICY & HUMAN RESOURCES COMMITTEE MEETING**

Date: April 11, 2018

Time: 4:45 p.m.

Location: Board Room
800 Beech St., Manawa

Chair: _____

Recorder: _____ **Timer:** _____

In Attendance:

Board Committee Members: Pethke (C), Forbes and J. Johnson

- 1. NEOLA Technology Updates – Special Releases - Phase I (Information / Action)
- 2. Complete NEOLA AG 2000 Series (Information / Action)
- 3. Social Media District Use Guidelines (Information / Action)
- 4. Policy & Human Resources Committee Planning Guide
- 5. Next Meeting Date: _____
- 6. Next Meeting Items:
 - 1. NEOLA Technology Updates – Special Releases Phase II & III
 - 2. Administrative Guidelines 3000's (Information / Action)
 - 3. Update Professional Educator Handbook for SY201819 (Information / Action)
 - 4. Update Salary & Stipend Guide (PACE) 2018-2019 (Information / Action)
 - 5. Update Support Staff Handbook 2017-18 (Information / Action)

1. NEOLA Technology Updates – Special Releases - Phase I Action _____ Table _____

2. Complete NEOLA AG 2000 Series Action _____ Table _____

3. Social Media District Use Guidelines Action _____ Table _____

4. Policy & Human Resources Committee Planning Guide

5. Next Meeting Date: _____

Chair: _____ **Date:** _____ **Adjourn Time:** _____
Signature



Book	Policy Manual
Section	Special Release - Tech Update - Phase I
Title	Special Release - Tech Update - Phase I New STAFF AND STUDENT TRAINING REGARDING THE INTERNET
Number	ag7540A
Status	Proposed to Policy & Human Resources Committee

7540A - STAFF AND STUDENT TRAINING REGARDING THE INTERNET

As set forth in Policy 7540.03 – Student Technology Acceptable Use and Safety and Policy 7540.04 – Staff Technology Acceptable Use and Safety, the District will provide students and staff members with the training required by Federal and State law.

In addition, staff members and/or students shall be provided the following information/training concerning the use of the Internet:

- A. ~~(-) Use of the Internet is to be related to one or more courses of study and is not to be used by staff or students for discriminatory or unlawful purposes. All student use is to be supervised by a staff member or approved volunteer who has signed the Staff Technology Acceptable Use and Safety Agreement Form 7540.04 F1.~~
- B. ~~(-) Prior to disseminating personally identifiable information across the Internet about a student, signed parental permission forms must be on file. [NOTE: THIS OPTION IS NOT RECOMMENDED WITH RESPECT TO INCLUDING STUDENT NAMES ON WEBSITES; THE FBI RECOMMENDS THAT NO PERSONAL INFORMATION ABOUT A STUDENT SHOULD BE PLACED ON SCHOOL DISTRICT WEBSITES, EVEN WITH PARENT PERMISSION.]~~
- C. ~~(-) Because of the vast amount of information that can be retrieved from the Internet, teachers are responsible for training students to use proper research skills when retrieving information. It is inappropriate, costly, and a waste of valuable instructional time for staff and/or students to download large quantities of information that has not been checked ahead of time for accuracy, relevancy, and probable usage. It may be helpful, therefore, for teachers to conduct some controlled exercises with students on how to differentiate between websites that are "attractive but superficial or irrelevant" from those that are "attractive, substantive, and relevant".~~
- D. (x) Staff members need to have back-up plans or contingency procedures in place for times when the Internet may not be accessible. Since the Internet is primarily a data-gathering mechanism, alternative sources for needed data should be available so that students can accomplish the purpose of the instruction within the established class period.
- E. (x) The Student and Staff Technology Acceptable Use and Safety Agreements, Form 7540.03 F1 and Form 7540.04 F1, prohibit the use of the Internet for illegal, unethical, or harassing purposes or to obtain information that could be considered obscene, pornographic, or unsuitable for children. If a question of interpretation arises concerning the definition of these terms, the District Administrator shall have the authority to determine whether the website is appropriate or the use is permissible. Prior to accessing or allowing access to information that the staff member is unsure about, s/he should consult with Technology Director _____.
- F. (x) As students and/or staff members complete projects that reflect unusual and creative applications of technology, the projects should be shared with the building principal or Technology Director _____ so that proper publicity can be created as appropriate to the project. It is essential that the Student and Staff Technology Acceptable Use and Safety Agreements, Form 7540.03 F1 and Form 7540.04 F1, address the issue of the proprietary rights related to the design and development of web pages, sites, services or apps hosted on Board-owned or District-affiliated servers that are created during work time as part of an employee's job responsibilities (staff) or as a class assignment (students).

This information can be provided through written guidelines, professional development seminars, faculty and student meetings, and introductory remarks at the beginning of a course.

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Legal	948.11, Wis. Stats. 947.0125, Wis. Stats.
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Last Modified by Melanie Oppor on April 5, 2018



Book	Policy Manual
Section	Special Release - Tech Update - Phase I
Title	Copy of Special Release - Tech Update - Phase I Revised WEB CONTENT AND FUNCTIONALITY SPECIFICATIONS
Number	ag7540.02
Status	Proposed to Policy & Human Resources Committee

7540.02 - **WEB PAGE CONTENT AND FUNCTIONALITY SPECIFICATIONS**

These guidelines and AG 5723 and AG 7540 ~~and Form 7540.03-F1, Form 7540.04-F1, and Form 7540-F4~~ will apply to all web pages/content on the Board's ~~affiliated servers or District-affiliated servers,~~, whether created by ~~schools, departments,~~ staff, students, or ~~other persons contracted third parties.~~ The District Administrator retains final editorial authority over all content placed on the Board of Education's servers or District-affiliated servers and displayed on the Board's website(s). The District Administrator has the right to remove pages or links from any web page based upon his/her determination of inappropriate content.

The District's website(s) serve(s) as instructional, communication, and public relations tools. The web pages aim to provide timely, supportive, and educational information to students, parents, staff, and the _____ community. The website(s) are created in order to facilitate access to a wide variety of rich media and educational resources that directly support student achievement, professional development, and organizational effectiveness.

(x.) The District strives to deliver a website(s) that is/are (x) responsive and (x) adaptive so it/they can be viewed in an optimal manner (x) on a computer and mobile device all devices. ~~(To maximize usability, it is recommended that web content be presented in a simple page design, employ large font sizes and big, touchable buttons that accommodate larger fingers, and place critical information "above the fold."~~ Additionally, key information such as the District's name, contact information, and a link to a table of content/sitemap should be placed in the top left corner of the home page so it is easy to find.)(-)

~~"Responsive" design "uses CSS (Cascading Style Sheets) technology to create a single version of a website that auto-adjusts to display properly on all devices except the oldest cellphones." "Adaptive" design "detects and identifies the user's device and then generates a page matched to the device capabilities." ("How to Make Your Website More Mobile-Friendly" — DRAFTING NOTE: <https://www.entrepreneur.com/article/226575> [accessed 7/7/2016])~~

Website Accessibility

The District is committed to providing individuals with disabilities with an opportunity equal to that of their nondisabled peers to participate in the District's programs, benefits, and services, including those delivered through electronic and information technology. To this end, the Technology Director is charged with taking appropriate measures to audit, review, and recommend improvements to the District's website(s) allow(s) persons with disabilities to acquire the same information, engage in the same interactions, and enjoy the same benefits and services within the same timeframe as their nondisabled peers, with substantially equivalent ease of use, not be excluded from participation in, denied the benefits of, or otherwise be subjected to discrimination in any District programs, services, and activities delivered online, as required by Federal and State law, and receive effective communication with District programs, services, and activities delivered online.

(x.) The District measures the accessibility of online content and functionality according to the World Wide Web Consortiums (W3C's) Web Content Accessibility Guidelines (WCAG) 2.0 and the Web Accessibility Initiative Accessible Rich Internet Applications Suite (WAI-ARIA) 1.0 for web content (Benchmarks for Measuring Accessibility) (.), which are incorporated by reference.

~~[DRAFTING NOTE: OCR recommends WCAG 2.0 Level AA. The standards can be located at <https://www.w3.org/TR/WCAG20/> and <https://www.w3.org/TR/wai-aria/> (accessed 7/7/2016)]~~

All new, newly-added and modified web content and functionality must be accessible to individuals with disabilities (x) as measured by conformance to the Benchmarks for Measuring Accessibility [End-of-Option], except where doing so would impose a fundamental alteration or undue burden. This provision also applies to the District's online content and functionality developed by, maintained by, or offered through a third-party vendor or through the use of open sources.

(x) When the fundamental alteration or undue burden defense applies, the District will provide equally effective alternate access. In providing an equally effective alternate access, the District will take any actions that do not result in a fundamental alteration or undue financial and administrative burden, but nevertheless provide that, to the maximum extent possible, individuals with disabilities receive the same benefits or services as their nondisabled peers. That said, alternatives are not required to produce the identical result or level of achievement for persons with and without disabilities, but must afford persons with disabilities an equal opportunity to obtain the same result, to gain the same benefit, or to reach the same level of achievement, in the most integrated setting appropriate to the person's need.

(x) Only the District Administrator, after considering all resources available for use in the funding and operation of the service, program, or activity, may determine an undue burden or fundamental alteration defense is applicable. In making such a determination, the District Administrator will

document the reasons s/he reached that conclusion (x), including the costs of meeting the applicable Benchmarks for Measuring Accessibility on a given web page or site, and the available funding and other resources. Additionally, the District Administrator will describe how the District will provide equally effective alternate access.

The District's website will include on its homepage and throughout the website (including all subordinate pages and sites), a notice to persons with disabilities regarding how to request the webmaster or another appropriate person to provide access to (or notify the District regarding) content or functionality that is currently inaccessible. The notice will also include information or an accessible link to information instructing individuals with disabilities how to file more formal complaints under Section 504 and/or the ADA.

(x.) The Technology Director will set up a system to routinely audit/test the accessibility of all web content and functionality. This system must include processes to verify claims of accessibility by third-party vendors or open sources. The purpose of the audit is to identify any web content or functionality that is inaccessible to persons with disabilities. The person/entity who conducts the audit shall report to the District Administrator ~~and Technology Director [End of Option]~~ the results of the audit so that appropriate action can be taken to address any inaccessibility. (x) The audit shall include the District's home page, all subordinate pages, school intranet pages and sites, and third party websites that are used to convey information or otherwise deliver a school district service. (x) The person/entity conducting the audit ~~will~~ (x) may seek input from members of the public with disabilities, including parents, students, employees, and others associated with the District, and other persons knowledgeable about website accessibility, regarding the accessibility of the District's web content and functionality. (↔)

The District will provide ~~(annually [End of Option])~~ website accessibility training to all appropriate personnel, including, but not limited to: content developers, webmasters, procurement officials, and all others responsible for developing, loading, maintaining, or auditing web content and functionality. (x) The District will maintain documentation of the training it delivers, including a list of attendees and their positions, a description of the delivered training content, and the presenter/trainer's credentials for providing such training. →

Individuals responsible for designing, developing and producing web content are expected to employ universal design principles to create web pages and sites that allow persons with the disabilities ~~identified at the end of this document [End of Option]~~ to access the information and content on the District's website. By following the web content design criteria set forth below, the designers and authors of the District's website(s) can improve the opportunities for persons with disabilities to access the information and content contained on the web pages that make up the District's website(s). (↔)

First Page of the Site

The first page of the website should contain:

- A. the index or table of contents for the site;
- B. a school name, address, and phone number;
- C. the webmaster and e-mail address of the person responsible for the site;
- D. a date when the page was last updated or modified;
- E. default index page index.html;
- F. a link to the Board's web site;
- G. identification of ~~(or a link to)~~ the Board's agent to receive notification of claimed copyright infringement (including name, mailing address, telephone number, fax number, and e-mail address).

Organization of Site Structure

- A. The overall plan or file structure should provide quick access to information and help the user understand how the information is organized. It is recommended that a storyboard be used to plan the website.
- B. Each page should be designed with the audience and goal in mind.
- C. A basic page format should be used, e.g. use the same background, locate navigation tools in the same place on the page, have consistent link appearance, and have consistent font size and type. Be consistent on all pages.
- D. The title bar should include the school name in the
- E. Limit page length, keep the HTML documents as small as possible.
- F. The website may include areas such as staff information, student projects, calendar, school information and mission statement, technology plan, and geographical information.
- G. There should be a "mail to" link that provides a means of feedback on all main pages.

Keep Your Web Site Current

- A. Pages should be checked regularly to ensure that links are working and meet Board standards. Check to make sure all internal and external links work properly.
- B. Remove expired date-related items.
- C. Maintain and update files/content by removing unneeded or outdated files.

Grammar and Spelling

- A. All pages should be grammatically correct.
- B. All words should be spelled correctly - web pages should be spell checked.

Navigation Tools

All pages should include a "back to" main menu in order to provide a link back to the website index_or home page, or a "skip to main content" link in the upper left corner that allows users to jump past repetitive navigation options.

~~(-) Backgrounds~~

- ~~A. Keep backgrounds simple. Light colors are better. Select backgrounds that make text easy to read.~~
- ~~B. Keep background tiles small.~~
- ~~C. Backgrounds should be in GIF format.~~
- ~~D. Re-use background images, pages will reload quicker and the user will be able to view your pages with ease.~~
- ~~E. Do not use a background to convey information.~~
- ~~F. Do not "name" your colors. For example, Netscape allows you to use the following tag: `body bgcolor="green"` with opening and closing "`<>`" and your background will be green. This is a tag specific to Netscape and not necessarily supported by other browsers. Use the hexadecimal number for colored backgrounds. If using a tiled image, make the background color approximately the color of the tiled image.~~

[End of Options]

~~[DRAFTING NOTE: This topic is addressed in the Benchmarks for Measuring Accessibility]~~

~~Copyrights~~ Intellectual Property

- A. All web-site authors must follow all applicable and existing copyright intellectual property laws (copyright and trademark) pertaining to the use of text, images, ~~and audio~~/sounds, and hyperlinks to other web sites/pages. (see AG 2531)
- B. The Board retains proprietary rights to web sites/pages hosted on ~~Board-affiliated~~ its servers, absent written authorization to the contrary.

Naming Structure

- A. Use all lower-case letters for names of documents and graphics.
- B. Do NOT use any spaces or other symbols in naming HTML documents or graphics.

Graphics/Video/Audio

- A. Smaller is better, images should be less than 50k.
- B. Pictures need to be in GIF, PNG, or JPEG format.
- C. Always use width and height tags.
- D. Provide short, simple, and meaningful alternative text for all graphical features. Use the "alt" tag to describe your picture for text-only browsers.
- E. Use GIF format for drawings and line art.
- F. Use JPEG or PNG ~~f~~Format for photographic color images.
- G. Re-use graphics when appropriate. When graphics are re-used, they remain in the computer and will load more quickly onto a web page.
- H. Avoid using flashing content, as it may cause seizures in susceptible users.
- I. Provide transcripts, descriptions, or captions for video and audio files to assist persons with visual and hearing disabilities.

HTML Standards

It is reasonable to expect that users will see your page using a variety of browsers including Google Chrome, Netscape, and Windows ~~Microsoft Internet Explorer/Edge, Apple Safari, and Mozilla Firefox~~. It is recommended that you:

- A. check test your web pages on a variety of browsers, including text-only browsers and at a variety of screen resolutions to confirm the pages look right to the greatest number of users;
- B. check your website on multiple platforms, and test pages on small screens to confirm the pages do not bleed off the screen;
- C. use standard, universally recognized HTML tags - ~~and do not~~ Do Not use tags which are specific to one (1) browser;
- D. use HTML syntax checkers to search your site for programming mistakes.

Frames and Special Formats

Do not use frame pages. If you do and you link to external content, make sure you are not infringing on any copyrights associated with the website/page to which you are linking. Additionally, if you use frames, make alternative versions of those pages that persons with disabilities can use. To make them accessible to screen reader devices, add meaningful titles to each frame so user can navigate between them easily.

Provide text-based delivery alternatives for as much information as possible. Do not rely solely on special formats (e.g. Adobe Acrobat) that can be more difficult for text and voice systems to read.

Use of Student Names, Pictures, Original Work, and E-mail Addresses

The Board **will allow/permits** the use of photographs of students, names of students, and displaying original work of students on websites in accordance with the following guidelines:

- Identifiable photographs, videos, audio, or likenesses of students and/or student's first names may be placed on the Internet only after the appropriate release form has been signed by the parents or guardians. **[NOTE: The FBI recommends that schools not post: children's names or photos; personal information about students; activity schedules. If a school publishes student pictures on the Internet, the FBI recommends only posting distant group pictures, angled heads, and faces should be unidentifiable.]**
- Last names of students and students' e-mail addresses should never be used.
- Original work by students such as artwork, poetry, essays, performances, etc. may be placed on the website only after the appropriate release form has been signed by the parents or guardians.

Prohibited Uses

Under no circumstances may a web page hosted on the Board's servers be used for commercial purposes, advertising, political lobbying, or to provide financial gains for any individual. Included in this prohibition is the fact no web pages contained on the District's website may:

- A. include statements or other items that support or oppose a candidate for public office; the investigation, prosecution, or recall of a public official; or passage of a tax levy or bond issue;
- B. link to a website of another organization if the other website includes such a message; or
- C. communicate information that supports or opposes any labor organization or any action by, on behalf of, or against any labor organization;
- D. include defamatory, libelous, or obscene matter;
- E. promote alcoholic beverages, cigarettes or other tobacco products, or any illegal product, service, or activity;
- F. promote illegal discrimination on the basis of race, sex, color, religion, national origin, disability, age, ancestry, or any other protected classification under State or Federal law.

Additionally, no web pages may contain obscene, profane, vulgar, sexually explicit, defamatory, harassing or abusive language, or be utilized to intimidate or bully another person.

Content for the District's Website(s)

All subject matter on web pages must relate to curriculum, instruction, school-authorized activities, general information, supporting student safety, growth and learning, or public information of interest to community members. The following information/content will/may be addressed in the District's website(s): **[NOTE: THERE ARE SIGNIFICANT ISSUES, BOTH FROM A LEGAL LIABILITY AND REASONABLE, COMMON SENSE STANDPOINT THAT NEED TO BE ADDRESSED WHEN SELECTING THE TYPE OF CONTENT TO INCLUDE ON A WEBSITE. DISTRICTS ARE ENCOURAGED TO DISCUSS THESE ISSUES WITH THEIR LEGAL COUNSEL BEFORE DECIDING ON WHAT INFORMATION TO PLACE ON WEB PAGES HOSTED BY THE DISTRICT]**

(x) School Contact Information

(x) Name

(x) Physical address

(x) E-mail

(x) Web address

(x) School Background

(~~x~~) History

(x) Mission

(x) Song

(x) Logo

(~~x~~) Virtual School Tour

(~~x~~) Directions

(~~x~~) Map

(~~x~~) Photos

(~~x~~) Classrooms

- Video
- Live cams

School Accomplishments

- Awards
- Achievements
- Grants
- Special thanks

School Announcements

- Events
- Schedules - including bus schedules
- Calendars
- Timelines
- Lunch menus

News and Information

- Agendas and minutes
- Newspaper
- Ezines
- Announcements - closings (e.g., snow days) or delayed starts
- Employment opportunities

School Policies and Procedures

- Mission
- Philosophy
- Handbooks
- Curriculum guides
- Policies
- Programs
- Administrative Guidelines/Regulations/Procedures

People Information

- Staff/Administration
 - Principal welcome
 - Directory (name, position, contact info)
- Teacher pages
 - Directory (name, position, contact info)

Class or Grade Level Pages

- Classroom
- Projects
- Assignments
- Themes
- Field trips

Student Pages

- Project posting
- Sharing

~~(-) Links to personal pages (off-site)~~

(x) Support Departments

(x) Content area departments

(x) Library/Media

(x) Technology

(x) Health Services

(x) Transportation, including bus routes

(x) Art and Music

(x) Sports

(x) Clubs

(x) After school programs

(x) Special programs (special education, etc.)

(x) Curriculum Connections

(x) Student resources

~~(-) Assignments~~

~~(-) Course information~~

~~(-) Projects~~

~~(-) Popular/relevant links (developmentally appropriate, curriculum-relevant content)~~

(x) Teacher resources

~~(-) Lesson plans~~

(x) Professional development

(x) Popular/relevant links

(x) Parent resources

(x) Parenting resources

(x) Popular/relevant links

(x) Curriculum Materials

~~(-) Online curriculum materials—lessons, activities, homework~~

~~(-) Grades~~

(x) Community Information and Outreach

(x) Local Information

~~(-) Weather~~

~~(-) Geography~~

~~(-) Demographics~~

~~(-) Culture~~

~~(-) Events~~

~~(-) Attractions~~

~~(-) Library~~

(x) Local Resources

~~(-) Natural and historical resources~~

~~(-) Business and Nonprofit contacts~~

~~(-) Business Connections~~

~~(-) School supporters~~

~~(-) Grants~~

~~(-) Free advertising~~

Call for Participation

Volunteers

Wish list

Funding needs

Gather information/feedback from parents and community

Neither staff nor students may publish on the District's website personal pages or pages for individuals or organizations not directly affiliated with the District.

Website/Page Evaluation

Before releasing or publishing a website/page, Technology Director _____ (building principal, sponsoring teacher, central office administrator, technology coordinator, etc.) shall conduct a website/page evaluation to assess the following criteria: age appropriateness (appealing and readable); content (relevant, accurate, complete, objective, current, clear and concise, informative, appropriate, links working); intellectual property issues (sources cited; sponsoring organization identified [i.e. class, school, activity]; releases obtained); format (accessible, navigation, searchable, functional/useable, download speed, pages dated as to creation/updated).

The Technology Director will also assess the web pages/site's accessibility.

Disclaimers

Links to the following disclaimers shall be utilized as appropriate on the District's Web pages:

Links+

CHOOSE OPTION #1, OPTION #2 OR OPTION #3

OPTION #1

-

~~"The _____ School District makes every effort to verify that all links are operational and all information is accurate, appropriate and of high quality. The District expects that these standards are met. The viability of links that are not created through our District cannot be guaranteed."~~

END OF OPTION #1

OPTION #2

~~"Links to external websites are included if they add information that may aid the user, and are included only as a public service. Every effort is made to verify that the links are educational in nature, and related to the District's educational mission, but the Internet is dynamic and volatile, and web pages can change suddenly and rapidly. It is not unusual to find information or images that are objectionable. Inclusion of a link does not constitute endorsement by the District of that site, or of any third party sites to which it may be linked. The user is advised that once you leave the District's website(s), even through links included on these pages, you may encounter inappropriate, illegal or inaccurate material. The District is not responsible for the external content, or for any fees associated with the use of an outside site. Proceed at your own risk."~~

END OF OPTION #2

OPTION #3

"The links in this area will let you leave the District's website(s). The linked sites are not under the control of the District and the District is not responsible for the contents of any linked sites, or any links contained in a linked site, or any changes or updates to such sites. The District is providing these links to you only as a convenience and the inclusion of any link does not imply endorsement of the site by the District."

END OF OPTION #3

Student Developed Web Pages: "All web pages created by students and student organizations on the District's computer system will be subject to treatment as School-sponsored publications. As such, the District reserves the right to exercise editorial control over such publications in accordance with Policy 5722 – School-Sponsored Publications and Productions."

Domain Name and Copyright: "The District has registered its domain name(s) for the purpose of exclusive Internet identification. The District asserts copyright, trademark, and/or other intellectual property rights in its domain name, district identification, district logo, and all content on the District's website(s). All rights are reserved. Outside parties, including parents, patrons, or outside organizations may not use District and/or school domain names in connection with the publication of web content. Under no circumstances shall any party use District and/or school domain names to promote political issues, causes, or candidates."

General Disclaimer: "Information provided on the website carries no express or implied warranties as to accuracy, timeliness, or appropriateness for a particular purpose; in addition, the Board disclaims owner responsibility for content errors, omissions, or infringing material, and disclaims owner liability for damages associated with user reliance on information provided at the site."

Events: "Visitors rely on information on the website at their own risk. Times and dates are subject to change and spectators or audiences are strongly encouraged to contact the school for the most recent schedule."

~~Examples of Disabilities and How they Affect People's Abilities to Perceive and Use Websites/Pages.(-)~~

~~Visual Disabilities~~

~~Blindness—People with no sight typically browse the Internet using voice output software or refreshable Braille hardware. Such devices "read" what is on the screen to the user.~~

~~—Individuals who have limited vision may use Low vision screen enlarging software.
Color blindness—To perceive color differences on a computer monitor, individuals with color blindness need high contrast. Also, designers/developers/authors should be mindful of the forms of color blindness when choosing color schemes. Typical color blindness involves the inability to distinguish between red and green, blue and green, or blue and yellow; some people see black and white only.
Auditory Disabilities
—People who cannot hear, experience a website/page only through its text, graphics/images-Deafness and video.
—Individuals with limited hearing may use sound enhancing peripherals.Hard of hearing
Physical/Motor Disabilities
People with physical disabilities or limited fine motor skills may have difficulty with the following computer related tasks:~~

- ~~• Detailed manipulation of input devices such as a mouse or roller ball.~~
- ~~• Holding down multiple keyboard keys simultaneously.~~

~~Cognitive/Language Disabilities~~

~~Typical problems for people who have cognitive disabilities or disabilities that affect their language skills include the following:~~

- ~~• Difficulty with spatial reasoning and/or visualization skills.~~
- ~~• Difficulty reading and/or understanding written text (e.g. persons with dyslexia).~~

~~Persons wanting to learn more about web accessibility standards and guidelines should consult the following Internet sources:~~

~~The Access Board (www.access-board.gov) - Federal agency dedicated to accessible design.~~

~~World Wide Web Consortium (www.w3.org) – organization developed "Web Content Accessibility Guidelines (WCAG) 2.0" and the "Web Accessibility Initiative Accessible Rich Internet Applications Suite (WAI-ARIA) 1.0."~~

Staff Information

District web pages shall not contain the following staff information without the explicit written permission of the staff member:

- Identifiable photographs, videos, or likenesses of staff.
- A staff member's electronic mail addresses, personal telephone numbers, street addresses, or any other identifying information of a personal nature.

Web pages may contain a staff member's title, work telephone number, work electronic mail address, the building or facility they are employed in, and other work-related information to facilitate communications with parents and other outside correspondents.

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Legal 948.11, Wis. Stats.
 947.0125, Wis. Stats.

Last Modified by Melanie Oppor on April 5, 2018



Book	Policy Manual
Section	Special Release - Tech Update - Phase I
Title	Special Release - Tech Update - Phase I - Revised DEFINITIONS
Number	po0100
Status	Proposed to Policy & Human Resources Committee
Adopted	November 1, 2015
Last Revised	July 17, 2017

0100 - DEFINITIONS

The bylaws of the Board of Education of this District incorporate quotations from the laws and administrative code of the State of Wisconsin. Such quotations may be substantively altered only by appropriate legislative, judicial, or administrative action.

Whenever the following items are used in these ~~(-) bylaws and policies~~ () bylaws, policies, and administrative guidelines, they shall have the meaning set forth below:

Administrative Guideline

A statement, based on policy, usually written, which outlines and/or describes the means by which a policy should be implemented and which provides for the management cycle of planning, action, and assessment or evaluation.

Agreement

A collectively-negotiated contract with a recognized bargaining unit.

Apps and Web Services

Apps/web services are software (i.e., computer programs) that support the interaction of personal communication devices (as defined in Bylaw 0100, above) over a network, or client-server applications in which the user interface runs in a web browser. Apps/web services are used to communicate/transfer information/data that allow students to perform actions/tasks that assist them in attaining educational achievement goals/objectives, enable staff to monitor and assess their students' progress, and allow staff to perform other tasks related to their employment. Apps/web services also are used to facilitate communication to, from and among and between, staff, students, and parents.

Board

The Board of Education also commonly referred to as the School Board.

Bylaw

Rule of the Board for its own governance.

Clerk

The chief clerk of the Board. (See Bylaw 0170)

District

The School District.

District Administrator

The chief executive officer of the School District () sometimes locally referred to as Superintendent. In policy, capitalization of the term District Administrator implies delegation of responsibilities to appropriate staff members.

Due Process

Procedural due process requires prior knowledge (a posted discipline code), notice of offense (accusation), and the opportunity to respond. Specific due process requirements are dependent upon the circumstances and may vary depending on such circumstances.

Full Board

Authorized number of voting members entitled by law to govern the District. The full Board is the total number of Board members authorized by law regardless of the number of current sitting members.

Information Resources

The Board defines information resources to include any data/information in electronic, audio-visual or physical form, or any hardware or software that makes possible the storage and use of data/information. This definition includes but is not limited to electronic mail, voice mail, social media, text messages, databases, CD-ROMs/DVDs, websites, motion picture film, recorded magnetic media, photographs, digitized information, or microfilm. This also includes any equipment, computer facilities, or online services used in accessing, storing, transmitting or retrieving electronic communications.

May

This word is used when an action by the Board or its designee is permitted but not required.

Medical Advisor

The School District is required to appoint a **M**medical **A**advisor. The **M**medical **A**advisor shall be a licensed physician and will participate in the annual review of the District emergency nursing services plan. The School District may also have the **M**medical **A**advisor fulfill other roles. (PI 8.01(2)(g)3.)

Meeting

Any gathering which is attended by or open to all of the members of the Board, held with the intent on the part of the members of the body present to discuss or act as a unit upon the specific public business of that body. Wis. Stat. 19.82(2).

Parent

The natural or adoptive parents or the party designated by the courts as the legal guardian, custodian, or surrogate of a student. Both parents will be considered to have equal rights unless a court of law decrees otherwise.

Personal Communication Devices

Personal communication devices ("PCDs") include computers, laptops, tablets, e-readers, cellular/mobile phones, smartphones, ~~(-) telephone paging devices (e.g., beepers or pagers)~~, and/or other web-enabled devices of any type.

Policy

A general, written statement by the governing Board which defines its expectations or position on a particular matter and authorizes appropriate action that must or may be taken to establish and/or maintain those expectations.

President

The chief executive officer of the Board. (See Bylaw 0170)

Principal

The educational leader and head administrator of one (1) or more District schools. In policy and administrative guidelines, implies authority to delegate responsibilities to appropriate members of his/her staff.

Professional Staff Member

District employees that are either certified teachers employed in a position for which certification is a requirement of employment or administrative employees that are responsible for oversight or supervision of a component or components of the District's operation, or serve as assistants to such persons, regardless of whether they hold an administrative contract or are required to have administrator certification, but excluding the District Administrator/Superintendent.

Relative

The mother, father, sister, brother, spouse, parent of spouse, child, grandparents, grandchild, or dependent in the immediate household.

Shall

This word is used when an action by the Board or its designee is required. (The word "will" or "must" signifies a required action.)

Student

A person who is officially enrolled in a school or program of the District.

Superintendent

As noted under District Administrator, locally some districts refer to the chief executive officer of the School District as Superintendent. In policy, capitalization of the "S" in Superintendent implies delegation of responsibilities to appropriate staff members.

Support Staff

Any employee who provides support to the District's program and whose position does not require a professional certificate. This category includes special education paraprofessionals.

Technology Resources

The Board defines technology resources to include computers, laptops, tablets, e-readers, cellular/mobile telephones, smartphones, web-enabled devices, video and/or audio recording equipment, SLR and DSLR cameras, projectors, software and operating systems that work on any device, copy machines, printers and scanners, information storage devices (including mobile/portable storage devices such as external hard drives, CDs/DVDs, USB thumb drives and memory chips), the computer network, Internet connection, and online educational services and apps.

Treasurer

The chief financial officer of the District. (See Bylaw 0170)

Vice-President

The Vice-President of the Board of Education. (See Bylaw 0170)

Voting

A vote at a meeting of the Board of Education. The law requires that Board members must be present in order to have their vote officially recorded in the Board minutes, and to be available for a roll call vote. A Board member's presence at a meeting includes his/her presence if attending by telephone or other manner of remote access, so long as such remote access is compliant with State law. No voting by Proxy may be recorded or counted in an official vote of the Board. Remote access during quasi-judicial functions (e.g. termination hearings, expulsions) may be permitted after consultation with legal counsel.

Citations to Wisconsin statutes are shown by the Section Number (e.g., 120.11, Wis. Stats.). Citations to the Wisconsin Administrative Code are prefaced P.I. (e.g., P.I. 11). Citations to the United States Code are noted as U.S.C., Federal Register are noted as F.R., and the Code of Federal Regulations as C.F.R.

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Legal

Last Modified by Melanie Oppor on April 9, 2018



Book	Policy Manual
Section	Special Release - Tech Update - Phase I
Title	Special Release - Tech Update - Phase I Revised TECHNOLOGY
Number	po7540
Status	Proposed to Policy & Human Resources Committee
Adopted	November 21, 2016

7540 - ~~COMPUTER TECHNOLOGY NETWORK, AND INTERNET ACCEPTABLE USE AND SAFETY~~

The Board of Education is committed to the effective use of technology to both enhance the quality of student learning and the efficiency of District operations.

~~[x] However, the Students' use of the District's network and District technology resources (see definition in Bylaw 0100) by students is a privilege not a right. Students and their parents must sign and submit a Student Technology Acceptable Use and Safety form (x) annually. (See also, Policy 7540.03).~~

~~The District Administrator shall develop, recommend for approval by the Board, () and implement a written District Technology Procedure (DTP). One of the primary purposes of the DTP is to evaluate new and emerging technologies and how they will play a role in student achievement and success and/or efficient and effective District operations. The Board will financially support, as the budget permits, the DTP, including recommendations to provide new and developing technology for students and staff. ()~~

~~The District Administrator shall create a Technology Governance Committee (see AG 7540B) to oversee and guide the development of the DTP. The District Administrator shall appoint individuals to the Technology Governance Committee that include representatives of all educational, administrative, and business/operational areas in the District. []~~

~~The DTP will provide shall set forth procedures for both the proper acquisition of technology. The DTP shall also provide, and guidance to staff and students concerning making safe, appropriate and ethical use of the District's network(s), District technology resources, as well as The DTP shall also inform both staff and students about disciplinary actions that will be taken if Board technology and/or networks are abused in any way or used in an illegal or unethical manner. (See Policy 7540.03 and AG 7540.03 - Student Technology Acceptable Use and Safety, and Policy 7540.04 and AG 7540.04 - Staff Technology Acceptable Use and Safety).~~

~~The District Administrator (x), in conjunction with the Technology Director _____, shall review the DTP and~~

~~(x) report~~

~~() recommend the approval of~~

~~any changes, amendments, or revisions to the Board annually. ()~~

~~This policy, along with the Student and Staff Technology Acceptable Use and Safety policies, and the Student Code of Conduct, further govern students' and staff members' use of their personal communication devices (see Policy 5136 and Policy 7530.02). Users have no right or expectation of privacy when using District technology resources (including, but not limited to, privacy in the content of their personal files, e-mails and records of their online activity when using the District's computer network and/or Internet connection).~~

~~Further, safeguards shall be established so that the Board's investment in both hardware and software achieves the benefits of technology and inhibits negative side effects. Accordingly, students shall be educated about appropriate online behavior including, but not limited to, using social media to interact with others online; interacting with other individuals in chat rooms or on blogs; and, recognizing what constitutes cyberbullying, understanding cyberbullying is a violation of District Board policy, and learning appropriate responses if they are victims of experience cyberbullying.~~

~~For purposes of this policy, social media is defined as Internet-based applications that facilitate communication (e.g., interactive/two-way conversation/dialogue) and networking between individuals or groups. Social media is "essentially a category of online media where people are talking, participating, sharing, networking, and bookmarking online. Most social media services encourage discussion, feedback, voting, comments, and sharing of information from all interested parties." [Quote from Ron Jones of Search Engine Watch] Social media provides a way for people to stay "connected or linked to other sites, resources, and people." Examples include Facebook, Twitter, Instagram, webmail, text messaging, chat, blogs, and instant messaging (IM). Social media does not include sending or receiving e-mail through the use of District-issued e-mail accounts.~~

~~{CHOOSE ONE OF THE TWO THREE OPTIONS, IF DESIRED}~~

OPTION #1

~~[X] Social media shall be defined as internet-based applications (such as Facebook, MySpace, Twitter, etc.) that turn communication into interactive dialogue between users. The Board authorizes the Staff may use social media for business-related purposes. Authorized staff may use District technology resources to access and use social media to increase awareness of District programs and activities, as well as to promote achievements of staff and students, provided the District Administrator approves, in advance, such access and use. Use of social media for business-related purposes is subject to Wisconsin's public records laws and staff members are responsible for archiving their social media and complying with the District's record retention schedule. See Policy 8310 – Public Records and AG 8310A – Public Records.~~

~~I~~ instructional staff and their students may use District technology resources to access and use social media ~~from the District's network~~ for educational purposes, provided ~~such access has an educational purpose for which the instructional staff member has the prior approval of the principal approves, in advance, such access and use.~~

~~However, personal~~ Students must comply with Policy 7540.03 and Policy 5136 when using District technology resources to access and/or use of social media, blogs, or chat rooms from the District's network is expressly prohibited and shall subject students Similarly, staff must comply with Policy 7540.04 and Policy 7530.02 when using District technology resources to access and/or use social media.

~~(-) and staff members
to discipline in accordance with Board policy.~~

OR

OPTION #2

~~[] Social media shall be defined as internet-based applications (such as Facebook, MySpace, Twitter, etc.) that turn communication into interactive dialogue between users. The Board prohibits students and staff members from using District technology resources to access and/or use any access and use of social media. by students~~

~~(-) and staff members
from the District's network.~~

OR

OPTION #3

~~The Board prohibits students from using District technology resources to access and/or use social media.~~

~~Staff may use social media for business-related purposes. Authorized staff may use District technology resources to access and use social media to increase awareness of District programs and activities, as well as to promote achievements of staff and students, provided the District Administrator approves, in advance, such access and use. Use of social media for business-related purposes is subject to Wisconsin's public records laws and staff members are responsible for archiving their social media and complying with the District's record retention schedule. See Policy 8310 – Public Records and AG 8310A – Public Records, and AG 8310D.~~

Staff must comply with Policy 7540.04 and Policy 7530.02 when using District technology resources to access and/or use social media.

~~[END OF FIRST SET OF OPTIONS]~~

~~[] The Board authorizes the access and use of social media from the District's network to increase awareness of District programs and activities, as well as to promote achievements of staff and students, provided such access and use is approved in advance by the District Administrator. The District Administrator shall annually review the DTP to determine the effectiveness of the plan in meeting its objectives. A yearly report on the DTP and any changes, amendments, or revisions to it shall be presented by the District Administrator for action by the Board each year.~~

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Legal 948.11, Wis. Stats.
 947.0125, Wis. Stats.

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Book	Policy Manual
Section	Special Release - Tech Update - Phase I
Title	Special Release - Tech Update - Phase I Revised WEB CONTENT, SERVICES, AND APPS
Number	po7540.02
Status	Proposed to Policy & Human Resources Committee
Adopted	November 21, 2016
Last Revised	March 20, 2017

7540.02 - ~~DISTRICT WEB PAGE~~CONTENT, SERVICES, AND APPS

Creating Web Pages/Sites/Services and Apps

The Board of Education authorizes staff members () and students ~~[NOTE: END OF CHOICE]~~ to create web pages/sites/content, apps, and web services (see Bylaw 0100 - Definitions) that will be hosted ~~on~~by the ~~Board's~~Board on its servers or District-affiliated servers and published on the Internet.

The web pages/sites/content, services, and apps must reflect the professional image/brand of the District, its employees, and students. ~~The Web content, services, and apps of all pages~~ must be consistent with the Board's ~~M~~ission Satement and staff- created web pages/sites/content, services and apps are subject to prior review and approval of the District Administrator before being published on the Internet and/or utilized with students.

() Student-created web pages/sites/content, services, and apps are subject to Policy 5722 – School Sponsored Publications and Production.

() The creation of web pages/sites/content, services, and apps must be done under the supervision of a professional staff member for school published web pages.

The purpose of web pages/sites/content, services, and apps hosted ~~on~~by the Board's ~~s~~ on its servers or District-affiliated servers is to educate, inform, and communicate. The following criteria shall be used to guide the development of such web pages/sites/content, services, and apps:

A. Educate

Content provided in the website should be suitable for and usable by students and teachers to support the curriculum and the Board's Objectives as listed in the Board's Strategic Plan.

B. Inform

Content may inform the community about the school, teachers, students, or departments, including information about curriculum, events, class projects, student activities, and departmental policies.

C. Communicate

Content may provide an avenue to communicate with the community.

The information contained on the Board's ~~web site~~website(s) should reflect and support the Board's Mission Statement, Educational Philosophy, and the School Improvement Process.

When the content includes a photograph or information relating to a student, the Board will abide by the provisions of Policy 8330 - Student Records.

All links included on the Board's web pages/website(s) or web services and apps must also meet the above criteria and comply with State and Federal law (e.g. copyright law, Children's Internet Protection Act, Section 504 of the Rehabilitation Act of 1973 (Section 504), Americans with Disabilities Act (ADA), and Children's Online Privacy Protection Act (COPPA)). Nothing in this paragraph shall prevent the District from linking the Board's ~~web site~~website(s) to (1) recognized news/media outlets (e.g., local newspapers' websites, services, and/or apps, local television stations' websites) or (2) to websites that are developed and hosted by outside commercial vendors pursuant to a contract with the Board. The Board recognizes that such third party web-sites may not contain age-appropriate advertisements that are consistent with the requirements of Policy 9700.01, AG 9700B, and State and Federal law.

Under no circumstances is ~~a~~District-created web site/content, services, or apps to be used for commercial purposes, advertising, political lobbying, or to provide financial gains for any individual. Included in this prohibition is the fact no web pages/content contained on the District's web site may: (1) include statements or other items that support or oppose a candidate for public office, the investigation, prosecution or recall of a public official, or

passage of a tax levy or bond issue; (2) link to a web site of another organization if the other web site includes such a message; or (3) communicate information that supports or opposes any labor organization or any action by, on behalf of, or against any labor organization. Nothing in this paragraph shall prevent the Board from linking on the District's website to recognized news/media_outlets (e.g., local newspapers' web sites, local television stations' web sites).

Under no circumstances is a staff member-created web pages/site content, services, or apps, including personal web pages/sites, to be used to post student progress reports, grades, class assignments, or any other similar class-related material. ~~The Employees are required to use the Board-specified maintains its own website, service, or app~~ (e.g. Skyward or Google Classroom ~~_____~~ **[Progressbook]** ~~that employees are required to use~~ for the purpose of conveying information to students and/or parents.

Staff members are prohibited from requiring students to go to the staff member's personal web pages/sites (including, but not limited to, their Facebook, Instagram, Pinterest ~~or MySpace pages~~) to check grades, obtain class assignments and/or class-related materials, and/or to turn in assignments.

If a staff member creates a web page/site content, services, or apps related to his/her class, the staff member must get permission from the Technology Director prior to publication of said content, it must be hosted on the Board's server or a District-affiliated server.

~~Unless the web page/site content, service, or app contains student personally identifiable information, Board web sites, services, and apps that are created by students and/or staff members that are posted on the Internet should not be password protected or otherwise contain restricted access features, whereby only employees, student(s), or other limited groups of people can access the site. Community members, parents, employees, staff, students, and other web site users will generally be given full access to the Board's website(s), services, and apps created pursuant to this policy.~~

Pages Web content, services, and apps should reflect an understanding that both internal and external audiences will be viewing the information.

School web-site(s), services, and apps must be located on Board-owned or District-affiliated servers.

The District Administrator shall prepare administrative guidelines defining the rules and standards applicable to the use of the Board's website and the creation of web content, services and apps by staff () and students. The guidelines shall incorporate the administrative guidelines pertaining to website accessibility in AG 7540.02 - Web Content and Functionality Specifications.

The Board retains all proprietary rights to the design of websites ~~and/or pages~~ content, services, and apps that are hosted on ~~the Board's~~ Board-owned or District-affiliated servers, absent written agreement to the contrary.

Students who want their class work to be displayed on the Board's web site must have written permission from their parent and expressly license its display without cost to the Board.

Prior written permission by a student's parent is necessary for a student to be identified by name on the Board's web site.

Instructional Use of Web Services and Apps

The Board authorizes the use of web services and/or apps to supplement and enhance learning opportunities for students either in the classroom or for extended learning outside the classroom.

-
{SELECT OPTION #1 or #2}

-
{OPTION #1}

-
The Board requires the ~~[] District Administrator~~ Technology Director _____ pre-approve each web service and/or app that a teacher intends to use to supplement and enhance student learning. To be approved, the web service or app must have a FERPA-compliant privacy policy, as well as comply with all requirements of the Children's Online Privacy Protection Act (COPPA) and the Children's Internet Protection Act (CIPA) and Section 504 and the ADA.

-
{END-OF-OPTION #1}

-
{OPTION #2}

-
~~A teacher who elects to supplement and enhance student learning through the use of web services and/or apps is responsible for verifying/certifying to the [] District Administrator [] _____ that the web service or app has a FERPA compliant privacy policy, and it complies with all requirements of the Children's Online Privacy Protection Act (COPPA) and the Children's Internet Protection Act (CIPA) () and Section 504 and the ADA.~~

-
{END-OF-OPTION #2}

-
The Board further requires

the use of a Board-issued e-mail address in the login process.

~~prior written parental permission to use a student's personal e-mail address in the login process.~~

Legal

995.55, Wis. Stats.

948.11, Wis. Stats.

947.0125, Wis. Stats.

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Book Policy Manual
Section Special Release - Tech Update - Phase I
Title Special Release - Tech Update - Phase I Revised TECHNOLOGY PRIVACY
Number po7540.01V2
Status Proposed to Policy & Human Resources Committee

7540.01V2 - TECHNOLOGY PRIVACY

~~VERSION—2~~

The Board of Education recognizes its staff members' right to privacy in their personal lives. This policy serves to inform staff members of the Board's position with respect to staff-member privacy in the educational and workplace setting and to protect the Board's interests.

All ~~computers, telephone systems, electronic mail systems, and voice mail systems~~ District technology resources (as defined in Bylaw 0100) are the Board's property and are to be used primarily for business purposes. The Board retains the right to access and review all information resources (as defined in Bylaw 0100), including but not limited to electronic and voice mail, computer files, databases, and any other electronic transmissions contained in or used in conjunction with the Board's computer system/network, telephone system, electronic mail system, and voice mail system. Staff members should have no expectation that any_

~~Choose Option #1 or Option #2~~

~~Option #1~~

~~[] No personal messages should be exchanged via Board-owned technology. Because District technology resources are to be used solely for business and educational purposes, staff members are prohibited from sending offensive, discriminatory, or harassing computer, electronic, or voice mail messages.~~

~~Staff members are encouraged to keep their personal records and personal business at home.~~

~~Option #2~~

[x] Personal messages via Board-owned technology should be limited in accordance with the District Administrator's guidelines. Staff members are encouraged to keep their personal records and personal business at home. Because District technology resources are to be used primarily for business and educational purposes, staff members are prohibited from sending offensive, discriminatory, or harassing computer, electronic, or voice mail messages.

~~{END OF OPTIONS}~~

~~Privacy in communication over the Internet and the Network is not guaranteed. To ensure compliance with the guidelines, the Board reserves the right to monitor, review, and inspect any directories, files, and/or messages residing on or sent using the Board's computers/network. Messages relating to or in support of illegal activities will be reported to the appropriate authorities.~~

~~The Board has software and systems in place that monitor and record all Internet, World Wide Web, and computer usage. The Board wants users to be aware that security systems are capable of recording, for each and every user, each World Wide Web site visit, the amount of time spent actively using the World Wide Web, each chat, news group access, e-mail message, and every file transfer into and out of our internal networks to the Internet. No District student or employee should have any expectation of privacy as to his/her Internet or World Wide Web usage, or the privacy of any electronic mail message, file, download, note, or other data stored on or transmitted or received through any Board computing facility. The Board reserves the right to review computing activity and analyze usage patterns, and may choose to publicize this data to assure that the Board's computing resources are devoted to maintaining the highest standards of educational benefit and employee productivity. Messages relating to or in support of illegal activities will be reported to the appropriate authorities. The use of passwords does not guarantee confidentiality, and the Board retains the right to access information in spite of a password.~~

~~Computers, electronic mail, and voice mail are to be used for business and educational purposes. Personal messages via Board-owned technology should be limited in accordance with the District Administrator's guidelines. Staff members are encouraged to keep their personal records and personal business at home.~~

~~Because the Board's computer and voice mail systems are to be used primarily for business and educational purposes, staff members are prohibited from sending offensive, discriminatory, or harassing computer, electronic, or voice mail messages.~~

The Board is interested in its resources being properly used District technology resources must be used properly. Review of computer files, electronic mail, and voice mail will only be done in the ordinary course of business and will be motivated by a legitimate business reason. If a staff member's personal information is discovered, the contents of such discovery will not be reviewed by the Board, except to the extent necessary to determine if the Board's interests have been compromised. Any information discovered will be limited to those who have a specific need to know that information.

The administrators and supervisory staff members authorized by the District Administrator have the authority to search and access information electronically.

All ~~computers and any information or software contained therein~~District technology resources and District information resources are the property of the Board. Staff members shall not copy, delete, or remove any information ~~/or~~ data contained on the Board's computers/servers without the express permission of the District Administrator or communicate any such information to unauthorized individuals. In addition, staff members may not copy software on to any ~~Board computer~~District technology resources and may not bring software from outside sources for use on ~~Board equipment~~District technology resources without the prior approval of the Technology Director. Such pre-approval ~~will~~shall include a review of any copyright infringements or virus problems associated with such outside software.

~~[] In accordance with State law, any staff member who sends an electronic message with the intent to frighten, intimidate, threaten, or harass another person or sends a message containing lewd, obscene, or profane language will be subject to appropriate discipline by the District and may be found guilty of a Class D misdemeanor.~~

~~No staff member will be required to provide District administration with access to personal internet accounts, such as social media accounts, that are password protected. This does not preclude administration from reviewing the contents of such accounts that are not restricted and are thus in the public domain, or from receiving information from those granted access to private information, provided that the District administration does not solicit the receipt of such information. Additionally, if private accounts are accessed from the District's computers, network and Internet services ("Network"), the staff member should have no expectation of privacy in the content of any files or records of their online activity while on the Network as prescribed in Policy 7540.04—Staff Network and Internet Acceptable Use and Safety.~~

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Legal 948.11, Wis. Stats.
 995.55, Wis. Stats.
 947.0125, Wis. Stats.

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Social Media

District Use Policy



District Social Media

The School District of Manawa communicates information through the district web pages as well as social media networks. Social media networks utilized include blog posts, websites Twitter feeds, Facebook pages and groups, YouTube channels, and other platforms. Staff are encouraged to share information and celebrate accomplishments.

Media Relations Administrative Responsibility

The District Administrator serves as the official spokesperson for the School District on all matters of district-wide interest to the media. The District Administrator may delegate Principals, Directors, or other staff to serve as spokespersons for their areas of responsibility. Publicity regarding students shall always be evaluated in terms of the effect on the children. All school district employees shall notify the District Administrator's office whenever they are contacted by the media.

Social Media Directory

A directory of social media pages can be found on the district website here: <http://manawaschools.org/community/social.cfm> All school-related social media pages must be included in the social media directory. Staff must notify the Director of Technology about the existence of any school-related social media pages so that all social media pages are included in the social media directory.

Public Records & Investigations

The District is subject to public records laws which include social media content. The District also has a responsibility to investigate incidents occurring on school-related social media pages. School-related Facebook pages and groups shall include a district-owned account as a page or group administrator. We will use this access to investigate any reported incidents. Staff are asked to print or screenshot any offensive content prior to deleting.

Social Media

District Use Policy



Student Privacy & Parent Authorization

The school district realizes the importance of highlighting accomplishments of our students and will ensure student safety and privacy are maintained throughout this process. In order to share the accomplishments, awards and happenings in our district, student directory information may be shared in district communication. Parents are given the opportunity to request that their child not be identified in district communication. Parents may do so by contacting their school office.

Limited student information may be shared online including:

- first name and last name;
- photograph;
- participation in officially-recognized activities and sports;
- height and/or weight when appropriate (i.e. athletics);
- graduation date or year;
- degrees and awards received.

This spreadsheet identifies which families have requested not to have their information shared online. Please familiarize yourself with this list if you plan to share pictures or information online. Do not include students if you see a **NO** in the **DISTRICT USE OF MEDIA, PUBLIC RELEASE OF MEDIA, or DATA DIRECTORY** columns.

- [Little Wolf Jr./Sr. High: Permission/Consent Verification Form 2017-18](#)
- TBD: Elementary list is being prepared and will be shared shortly.

Access to Class Materials and Homework

Class materials and homework, if distributed online, shall be shared using school resources including Google Drive, Google Classroom, or Google Sites. Students should not require social media accounts to access class materials and homework. Teachers may request an exception to these options by contacting the Director of Technology. Exceptions would include other learning management system (LMS) websites.

Social Media

District Use Policy



Website Content Guidelines

Students may create webpages for classroom projects. Coaches, advisors and volunteers may create team and/or organization webpages. Principals, Directors, Managers and Secretaries may post school or department reminders, event information, classroom highlights and curricular information. All content produced and posted online must conform to the following School District of Manawa Guidelines, and is the property of the District.

Creators of web pages and web content should familiarize themselves with and adhere to the following policies and responsibilities. The Webmaster is responsible for maintaining the district website and must make sure all published material abides by these policies and guidelines.

All content on webpages should relate to curriculum, instruction, school-authorized activities, and general information that is appropriate and of interest to others. All district and classroom webpages are subject to the [Acceptable Use Policy](#).

Prohibited activities include:

- the creation or transmission of any offensive, obscene or indecent images, content or other material, including sites linked
- the creation or transmission of defamatory material
- the transmission of content, images, video or audio that infringes upon the copyright of another person or group

Proper permission for copyrighted materials if sought should be saved and archived. School District of Manawa will make every effort to ensure that all links are operational and all information is accurate, appropriate and of high quality. However, the viability of sites that are not created through the District cannot be guaranteed.

Example Policies

Parts of this documents have been adopted from the following school district policies.

- [Pulaski Community School District](#)