Web Guidelines and Policies

PORTLAND PUBLIC SCHOOLS
Information Technology
501 North Dixon Street • Portland, OR 97227
Phone: (503) 916-3375 • http://ithome.pps.k12.or.us
Web Guidelines and Policies :: version 1.0

Overview

The Portland Public Schools' (PPS) website is an opportunity for the school district and its staff to showcase learning, curriculum, school-authorized activities and events, and accomplishments of staff and students to the world through the Internet.

The Internet is the main source of information to all PPS stakeholders, which include students, their families, teachers, staff, prospective students and employees, and the community. It is imperative that a strong set of standards and guidelines are established to maintain the efficiency and accuracy of the online content. Creators and authors of web pages on the PPS website must adhere to the Administrative Directive 8.60.043 District Website and the following website policies in order to receive and retain authoring privileges on the district website.

Guidelines Administration and Oversight

The Community Involvement and Public Affairs (CIPA) and Information Technology (IT) departments have the responsibility and authority for the development, publication, implementation, and ongoing administration and enforcement of these guidelines.

School principals have the responsibility to ensure adequate supervision of the staff or individual(s) responsible for the school's website and content. They are also responsible for interpreting and enforcing these guidelines at the school level.

In accordance with the Children's Internet Protection Act (CIPA), the district IT department is authorized to implement and operate technology protection measures, including filtering devices, specifically, in accordance with CIPA. For more information on district internet safety, please refer to Policy 8.60.040-P. While the district filters out most of the inappropriate material, as defined by CIPA, each member of the Portland Public Schools district community (staff, student, parent, community member, etc.) who uses any electronic information service must accept personal responsibility for the proper use of Internet services. Access to these resources is a privilege, not a right. Inappropriate use will result in disciplinary action (up to and including suspension and/or dismissal from their position). Please refer to the Computer Use and Acceptable Use Policy and Administrative Directive 8.60.041-AD for more information.

Technical Standards

All web pages on the district website are property of the Portland Public School district. Staff web pages or content may be deleted if he/she is no longer employed by the school district.

All official school and district websites:
- must be hosted on the district's website.
- must reference Portland Public Schools, clearly displaying the PPS logo.
- must follow the district-provided web page template and PPS Web Style Guidelines.
- must not contain links to pages that are not yet completed or are "under construction".

Copyrights

No copyrighted materials, including educational materials and photos, may be posted anywhere on the district website, or on personal web pages hosted by the district, without the authorization of the copyright owner. Giving credit to a company that has created a graphic, design, etc. for a school page may be allowed. No direct hyperlinks or contact information of the business is allowed. Knowingly providing links to websites that contain pirated materials is prohibited.

External Links
Links to sites and content not hosted on the PPS website are considered External Links.
- Links to official PPS social media channels is acceptable (i.e. Facebook and Twitter logos to like/follow pages).
- External links should open in a new browser or tab. (Schoolwires has a limitation on this, if External links are linked from the left navigation item, it cannot open in a new tab).

Note: in all cases where an external link is used on a school's website, the following disclaimer must be present on the school's main navigation page and above the link, *"PPS is not responsible for contents on external sites or servers."*

Content Standards & Responsibility
The district website is for educational use only. The district does not assume any responsibility or liability for content provided by others, including content provided by faculty, staff, and students on their own personal web pages, blogs, discussion forums, wikis, or any other form of user generated content. The district may veto or remove any content from district hosted web pages at any time, without prior notice.

Each school and district department must designate a site owner. Content on school and district websites is the responsibility of the site owner. Site owners are responsible for:
- editing, reviewing and maintaining the website, ensuring it is properly updated.
- vetoing or removing inappropriate content from the website.
- ensuring pages containing time-sensitive information, such as: calendars, school events, staff information, are kept up to date.
- validating all links are active and no "under construction" pages are created.

Website content should be related to school curriculum, instruction, and school-authorized activities, and information relating to the district or schools within the district.
- With appropriate permission, staff or student work may be published as it relates to a class project, course, or other school-related activity.
- Employee web pages must be related to their job assignment only.
- Files and hyperlinks may not contain information that is in violation of (or promotes the violation of) any district policy or regulation nor any local, state, or federal regulation or law.
- Commercials, commercial transactions, or advertisements are prohibited on school pages.

Privacy
Student
The following student information is generally acceptable to include on a web page unless parents have opted out through a Publicity-Denial & Non-Release of Information form:
- Student's picture or work with first name only

Sample ways to showcase student pictures or work:
- Student Pictures ("photo gallery"; "students using different geometric shapes to build designs"; "third grade student working in the garden")
- Student Work ("Poems on Nature"; "Mr. Tom's Art class gallery"; "Science Fair Projects")

Note: No student personal information (email address, phone number, home address, names of family members, etc.) or student location information (schedule, after-school activity participation schedule, bus stop, etc.) may be posted on a school web page.

Any deviation from the above requires signed parent/guardian approval. Refer to Administrative Directive 8.60.043-AD to learn more about posting student information on web-based systems.

Staff
Staff members' PPS email addresses are posted as public information on the district's main website. Staff members' email addresses should also be posted on each school's website. It is recommended that schools also include telephone extensions and staff photos, if available.

- Photos of staff members may be published only with permission of the staff member in question.
- Publication of personal information about staff and parent volunteers (personal email addresses, mailing address, phone number, etc.) is prohibited.

Note: Pictures and names of parent volunteers may be allowed with building administrator approval and that of the volunteer.

External Users
PPS does not collect any personal information about users visiting the district or school websites unless you voluntarily provide it by sending us an email, participating in a survey, or completing an online form. Your choice to not participate in these activities will not impair your ability to browse PPS websites and read or download any information provided on the site. Types of personal information that may be requested through online forms include:
- Name
- Email address
- Phone number
- Role in the community (parent, student, employee, community member, etc.)
- Other information volunteered in response to a survey

Note: Under Oregon law, email and forms are both recognized as forms of written communication and are considered public record. If a request for public information is submitted to the district, any information contained in that email or form, including your name, contact information, and email address, may be released.