



Portland Public Schools

# Web Guidelines and Policies

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Communications Involvement and Public  
Affairs**

*In collaboration with:*

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## Introduction

Portland Public Schools' (PPS) presence on the Internet allows for more immediate dispersal of information to our clients, which include students, their families, teachers, staff, prospective students and employees, and the general public. The District's Web sites provide information about school curriculum, instruction, school-authorized activities, and other information relating to the District's and schools' missions. The pages also serve as a link to educational resources on the Internet for students and staff to access.

As the Internet becomes the main source of information to these groups, it is imperative

that a strong set of standards and guidelines are established to maintain the efficiency and accuracy of the online content. This document is a roadmap to reaching this goal.

For additional questions or information, please contact the District webmaster at [webmaster@pps.k12.or.us](mailto:webmaster@pps.k12.or.us).

*Note: Additional Web guidelines and policies may be developed by the District, as needed. Please note the document version and revised date on the cover page.*

# Privacy

## Students

- 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 (e-mail address, phone number, home address, names of family members) or student location information (schedule, after-school activity participation schedule, bus stop) may be posted on a school Web page.**

- Any deviation from the above will require signed parent/guardian approval and approval from the District webmaster.
- Please refer to Administrative Directive [8.60.043-AD](#) to learn more about posting student information on Web-based systems.

## Staff

- Staff members’ PPS e-mail addresses are posted as public information on the District’s main Web site at [www.pps.k12.or.us](http://www.pps.k12.or.us). Staff members’ PPS e-mail addresses should also be posted on each school’s Web site. (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 (non-District e-mail addresses, non-District mailing address, and non-District phone numbers) is prohibited except as approved by the specific staff member.

*Note:* Pictures and names of parent volunteers may be allowed with principal’s approval and that of the volunteer.

## External Users

We do not collect any personal information unless you voluntarily provide it by sending us an e-mail, 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 Web sites and read or download any information provided on the site.

- Types of personal information requested on the District or school site through online forms may include:
  - Name
  - E-mail address
  - Phone number
  - Your role in our community (i.e. parent, student, District employee, other)
  - Other information volunteered in response to a survey
- Under Oregon law, e-mail 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 e-mail or form, including your name, contact information, and e-mail address, may be released.

## E-mail

- An e-mail may be forwarded to those individuals (employees, school board members) necessary to address that e-mail.
- Please keep in mind that e-mail is not necessarily secure against third party interception. If your communication is sensitive or includes personal information, you may want to contact us by postal mail or telephone instead.

## Forms

- Forms are considered written communication and are subject to the guidelines outlined in school board policy.
- Phone numbers and e-mails collected through forms are used only by members of the Board and School District employees to respond to your comments.

## *Collecting and Using Information*

- We may collect and store the following information about your visit to our Web pages:
  - The Internet Protocol Address and domain name used but not the e-mail address.

- The type of browser and operating system you used.
- The date and time you visited the site.
- The Web pages or services you accessed at the site.
- The Web site you visited prior to coming to the site.

*Note:* This information is automatically collected and is used to improve the content of our Web services and to help us understand how people are using our services. These logs are not personally identifiable and we make no attempt to link them to individuals.

- We do not share, disclose or sell e-mail addresses or phone numbers to other organizations.

## *District Rights and Responsibilities*

- The District reserves the right to monitor all activity on PPS domain and servers.
- The District reserves the right to block any inappropriate/objectionable material on the Internet.
- The District reserves the right to deny access to technology to any individual.
- For more information on District Rights and Responsibilities, refer to Administrative Directive [8.60.041-AD](#).

## Web Page Elements

### *Technical Standards and Consistency*

- All official school and District Web sites must be hosted on PPS Web servers.
- All official school and District Web sites should reference Portland Public Schools, clearly displaying the PPS logo, and for the main landing page have reference to the PPS Non-Discrimination Policy.
- All official schools and District Web sites should have standardized domain names, the use of which will be managed by the District Information Technology (IT) Department.
- All Web pages on PPS fileserver(s) are the 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, unless prior arrangements have been made.
- All official school Web sites must follow the District-provided Web page template unless as approved by the District webmaster and Central Office staff.
- All Web pages must have a title that clearly identifies them.
- Each page must (at minimum) contain a link back to the previous level in the site, and a link to the site's main navigational page.
- Each page, when technically possible, should comply to Web accessibility standards, Section 508<sup>1</sup>, Web-based Intranet and Internet information and applications.
- Each Web page must include the District's standard footer with links to the District's contact us page and terms of use statement.

<sup>1</sup> Section 508 is part of the 1973 Rehabilitation Act which requires that all electronic and information technology developed, procured, maintained, or used by the Federal government should be accessible to people with disabilities.

- All Web pages must adhere to the highest quality standards and be free of spelling and grammatical errors.
- If a school wants a Web page counter on its site, it must be an "invisible" counter type only.

### *Languages*

- All content on school Web sites and links from District owned pages should be in English.
- Foreign language classes and foreign language immersion schools may have Web site content in the language(s) being studied in class and/or the school.
- Links to non-English Web sites are permitted only as they relate to the class syllabi and school curriculum.
- District-owned Web pages may be partially or fully translated upon request into District-adopted translation languages.

### *Timeliness of Information*

For the site to serve as a reliable resource for our clients, it must contain timely information.

- Pages that contain time-sensitive information, such as: calendars, school events, staff information, should be updated during a weekly audit to ensure current and accurate information.
- Web pages should be checked monthly to ensure all links are active.
- Links to defunct or "under construction" pages should not be created.

### *External Links*

**(Links to sites and content that is not hosted on an official PPS Web server)**

- Links to Web sites that are of a commercial or political nature are prohibited.

- All external links should be reviewed by the Web site Administrator and approved by the school principal.
- Links to staff, volunteer or student personal home pages is prohibited.
- All external links should open in a new browser.
- Schools may list and provide links to online payment accounts (i.e. PayPal, Wirecard, etc.) to accept donations. All such links should open in a new browser.

*Note:* All donation-related online payment accounts must be separate from the District. These accounts should be set up and managed by the PTA.

- **Educational Links**

- External links are allowed as approved by the building principal.
- With building principal approval, teachers may post personal classroom pages on their school's Web site.

*Note:* In all cases where an external link is used on a school's Web site, the following

disclaimer statement 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."*

- **Commercial Links**

- Links to fundraising sites are prohibited; however, District-approved fundraising sites may be listed on the school site.
- Links to official PPS social media channels is acceptable. (i.e. a Facebook logo on the district Web site may be a hot link to the PPS Facebook page)
- All other commercials, commercial transactions, or advertisements are prohibited on school pages.
- The approving administrator is responsible for periodic review of the content of the linked site to ensure it meets the District policies and guidelines.
- For more information on acceptable links on District-hosted Web sites, refer to Administrative Directive [8.60.043-AD](#).

## Responsibility for Posted Information

While the District is responsible for the appropriateness and accuracy of all District online content, the school and departmental Web pages are the responsibility of the principals or department supervisors. If clarifications and/or corrections are necessary, the webmaster(s) of that particular building or the Web page(s) creator in question should be consulted. If the Web page creator is unsure of the acceptability of the page contents, the principal or department supervisor should be consulted before publication.

### **Editing Privileges**

- Each department or school that maintains a Web presence should name a primary and secondary staff person who is responsible for updating the Web site.
- Permission to modify, delete, or add content to school site and pages may be granted only by the building principal.
- Editing or modifying the school Web site is prohibited unless as approved by the school webmaster and/or the building principal.
- Editing or modifying a staff member's class page is prohibited unless as approved by the staff member in question.
- All edits and modifications made by parents, students, or other volunteers must be approved by the school webmaster and/or the building principal.

### **Responsibility for Posted Information**

- The "editor" may publish student work on a District Web page unless the student's parents/guardian has opted out through a *Publicity-denial & Non-release of Information* form. The editor assumes full responsibility for all content published with his or her authority.

- Each Central Office department and school must review and maintain its section of the Web site, ensuring that it is properly updated.
- The principal and/or principal's designee may veto or remove any content from the school Web site at any time, without prior notice.
- The District may veto or remove any content from District-hosted Web pages at any time, without prior notice.
- 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.
- All Web policy violations should be reported to the school principal and/or site webmaster.

*Note:* Materials on Web pages reflect an individual's thoughts, interests, and activities. Such Web pages do not, in any way, represent nor are they endorsed or sanctioned by the individual school or the District. Concerns about any PPS-hosted Web page(s) content should be directed to the building principal of that school.

### **Requesting New Sites/Accounts**

- Requesting a Web site/Web page
  - To request a Web site to be hosted on the District server, signed approval must be gained from the school principal. Once approved, an application for space on the PPS server should be submitted to the District webmaster.
  - Extracurricular organizations may establish PPS-hosted Web pages with building principal approval. Material

presented on the organization's Web page should relate to organization activities only. All extracurricular organization Web pages must adhere to the Web guidelines and policies outlined in this document. Please refer to Advertising & Partnerships section under Appropriate Subject Matter for acceptable formats to acknowledge organization partners and/or sponsors.

- Requesting a new account
  - **School Site:** To request a new account on a school Web site, signed approval must be gained from the school principal and then forwarded to the District IT Department.
  - **Department Site:** To request a new account on the District Web site, signed approval must be gained from the site administrator and/or District webmaster.

# Appropriate Subject Matter

## *Internet Safety*

- 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](#).

## *Web Page Content*

- The PPS Web servers are for educational use only. Web site content should relate to school curriculum, instruction, 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. All student work posted on the Web should follow the guidelines defined in this document.
- Employee's Web pages must be related to their job assignment only.
- Files hosted on the PPS Web server(s) and hyperlinks from these files should 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.

## *Alerts Pod*

Each school Web site is provided an “alerts pod” to communicate high priority school related information. An alert pod can be activated at two levels.

- **Level 1 – District-wide:** The District-wide alert pod is managed by the Communications Department. This alert pod is activated with the authority of the executive director and may be used to send

out those messages to all schools within the District, which he/she deems important. (e.g. District-wide inclement weather conditions)

- **Level 2 – School-wide:** The school-wide alert pod may be activated only with the authority of the principal, to communicate essential school-related information. Appropriate uses of this pod include:
  - School closure.
  - Late school opening.
  - Inclement weather conditions in the school area.
  - School emergency.
  - Important news that should be brought to attention of the school community.

## *Advertising & Partnerships*

Portland Public Schools attempts to significantly restrict commercial advertising within the District. Thus, commercial advertising may not appear on District-owned or District-operated property.

- Unless approved by the District webmaster, advertising or direct sale of non-school related goods and services is prohibited on all sections of a Portland Public School Web site. This also applies to personal Web pages that are hosted by the school’s Web site.
- If a school has a relationship with an external resource, sponsor, or company, acknowledgement in the form of the corporate name and logo may be made however, no direct hyperlinks or contact information of the business may be provided. The District webmaster and the Communications Department have the authority to remove any questionable company logos.
- All corporate support acknowledgements should include the following disclosure:

“<school name> and the PPS District acknowledges the support of <company name> but this does not imply our endorsement of the business.”

## **Fundraiser Promotion**

Fundraising is an activity that involves selling of a product, providing a service or activity, or requesting donations. The following policies are applicable for promoting fundraisers on a PPS-hosted Web site:

- With the approval of the principal and District webmaster, fundraising announcements may be placed on school and/or District Web pages.
- With the principal’s approval, fundraiser sponsors may be acknowledged on the school Web site. Posting the sponsor’s logo may be acceptable but providing a link to the sponsor’s business is prohibited.
- Links to fundraising Web sites is prohibited; however, District-approved fundraising sites and logos may be listed on the school site.
- On a case-by-case basis, online fundraising opportunities may be permitted by the Central Office.
- Schools may list and provide links to online payment accounts (i.e. PayPal, Wirecard, etc.) to accept donations. All such links should open in a new browser.

*Note:* All donation-related online payment accounts must be separate from the District. These accounts should be set up and managed by the PTA.

## ***Official PPS Social Media Channels***

Portland Public Schools currently has a presence on social media tools such as Facebook, YouTube, and Flickr.

- All official PPS social media channels are managed by the Communications Department.
- All District or school related content posted on an official PPS social media site should adhere to the policies and guidelines detailed in this document.
- Use of any user-generated content site including, but not limited to blogs, wikis, instant messengers, video chat, video streaming, RSS feeds, Facebook, Twitter, YouTube, Flickr, etc., must be approved by the Webmaster and IT Department before being included on a PPS Web page.
- PPS-hosted Web sites may display the logo of a social media tool on which PPS has presence. These logos may link only to the official PPS presence on that site (i.e. a Facebook logo on the District Web site may be a hot link to the PPS Facebook page).

## Acceptable Use

While the District filters out most of the inappropriate material, as defined by CIPA, each member of the Portland Public Schools District community (staff or student) 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 [Student Acceptable Use Policy](#), [Employee Acceptable Use Policy](#), and Administrative Directive [8.60.041-AD](#) for more information.

### Copyrights

- No copyrighted materials, including educational materials and photos, may be posted anywhere on the Web site, or on personal Web pages hosted by the school 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 Web sites that contain pirated materials is prohibited.

### System Security

- Users are responsible for the use of their individual access account(s) and should take all reasonable precautions to prevent others from being able to use their account(s), including coworkers, friends, or family. Under no conditions should a user provide his/her password to another person.
- Attempting to bypass the District's Web security and/or Web filtering system is prohibited.
- Any user identified as a security risk or having a history of violating this or any other Acceptable Use Policy may be denied access to the District's private network.

### Web Filter Bypass

- With Central Office approval, staff and faculty may be granted temporary access to blocked sites.

## Social Networking Guidelines

Social Networking is activity conducted on a social network site, a place on the Internet where people meet to socialize and network with people who have similar interests.

Examples include but are not limited to: Facebook, Twitter, MySpace, Blogger, Flickr, Discussion Forums, and so on.

- Employees are personally responsible for the content they publish on blogs, wikis, or any other form of user-generated media. Employees should provide clear disclaimers that the views represented are that of the author's alone and do not represent views of the PPS District.
- Employees are advised to write in first-person. It should be clear that you are speaking for yourself and not on behalf of PPS.
- Information published on blog(s) should comply with the District's privacy policies as outlined in this document and in

Administrative Directive [8.60.043-AD](#).

This also applies to comments posted on other blogs, forums, and social networking sites.

- Be respectful to your organization, other employees, customers, partners, peers, and students.
- Your online presence reflects your organization. Be aware that your actions captured via images, posts, or comments can be reflective of the organization.
- Company logos and trademarks may not be used without written consent.
- Do not use your PPS email account to sign up for or log in to any social media/networking sites.

## Disciplinary Action

- For information on Disciplinary Action, refer to Policy [8.60.040-P](#) and Administrative Directive [8.60.041-AD](#).