



RIALTO UNIFIED SCHOOL DISTRICT

Community Relations

BP 1113(a)

DISTRICT AND SCHOOL WEB SITES

To enhance communication with students, parents/guardians, staff, community members, the Board of Education encourages the Superintendent or designee to develop and maintain District and school web sites. The use of District and school web sites shall support the District's mission and goals and shall be coordinated with other District communications strategies.

(cf. 0000 - Vision)

(cf. 0440 - District Technology Plan)

(cf. 1100 - Communication with the Public)

(cf. 1112 - Media Relations)

(cf. 1114 - District-Sponsored Social Media)

(cf. 6020 - Parent Involvement)

Design Standards

The Superintendent or designee shall establish design standards for District and school web sites in order to maintain consistent identity, professional appearance, and ease of use.

The District's design standards shall address the accessibility of District-sponsored web sites to individuals with disabilities, including compatibility with commonly used assistive technologies.

(cf. 0410 - Nondiscrimination in District Programs and Activities)

Guidelines for Content

The Superintendent or designee shall develop content guidelines for District and school web sites and shall assign staff to review and approve content prior to posting.

Board policy pertaining to advertising in District and school publications, as specified in BP 1325 - Advertising and Promotion, shall also apply to advertising on District and school web sites.

(cf. 1325 - Advertising and Promotion)

DISTRICT AND SCHOOL WEB SITES (continued)

Privacy Rights

The Superintendent or designee shall ensure that the privacy rights of students, parents/guardians, staff, Board members, and other individuals are protected on District and school web sites.

(cf. 1340 - Access to District Records)
(cf. 4119.23/4219.23/4319.23 - Unauthorized Release of Confidential/Privileged Information)
(cf. 5022 - Student and Family Privacy Rights)
(cf. 5125 - Student Records)

Telephone numbers and home and email addresses of students and /or their parents/guardians shall not be published on District or school web sites.

The District regards photographs as a category of directory information that would not generally be considered harmful or an invasion of privacy if disclosed. Therefore, a student's photograph, together with his/her name, may be published on District or school web sites unless the student's parent/guardian has notified the District in writing to not release the student's photograph without prior written consent, in accordance with BP/AR 5125.1 – Release of Directory Information.

(cf. 5125.1 - Release of Directory Information)

Photographs of groups of students, such as at a school event, may be published provided that students' names are not included.

Staff members' home addresses or telephone numbers shall not be posted on District or school web sites.

The home address or telephone number of any elected or appointed official including, but not limited to, a Board member or public safety official, shall not be posted on District or school web sites without the prior written permission of that individual. (Government Code 3307.5, 6254.21, 6254.24)

No public safety official shall be required to consent to the use on the Internet of his/her photograph or identity as a public safety officer for any purpose if that officer reasonably believes that the disclosure may result in a threat, harassment, intimidation or harm to the officer or his/her family. (Government Code 3307.5)

(cf. 3515.3 - District Police Department)

Legal Reference: (see next page)

DISTRICT AND SCHOOL WEB SITES (continued)

Legal Reference:

EDUCATION CODE

- 35182.5 *Contracts for advertising*
- 35258 *Internet access to school accountability report cards*
- 48907 *Exercise of free expression; rules and regulations*
- 48950 *Speech and other communication*
- 49061 *Definitions, directory information*
- 49073 *Release of directory information*
- 60048 *Commercial brand names, contracts or logos*

GOVERNMENT CODE

- 3307.5 *Publishing identity of public safety officers*
- 6254.21 *Publishing addresses and phone numbers of board members*
- 6254.24 *Definition of public safety official*
- 11135 *Nondiscrimination; accessibility to state web sites*

PENAL CODE

- 14029.5 *Prohibition against publishing personal information of person in witness protection program*

UNITED STATES CODE, TITLE 17

- 101-1101 *Federal copyright law*

UNITED STATES CODE, TITLE 20

- 1232g *Federal Family Educational Rights and Privacy Act (FERPA)*

UNITED STATES CODE, TITLE 29

- 794 *Section 503 of the Rehabilitation Act of 1973; accessibility to federal web sites*

UNITED STATES CODE, TITLE 42

- 12101-12213 *Americans with Disabilities Act*

CODE OF FEDERAL REGULATIONS, TITLE 16

- 312.1-312.11 *Children's Online Privacy*

CODE OF FEDERAL REGULATIONS, TITLE 34

- 99.1-99.67 *Family Educational Rights and Privacy*

COURT DECISIONS

- Aaris v. Las Virgenes Unified School District*, (1998) 64 Cal.App.4th 1112

Management Resources:

U.S. DEPARTMENT OF JUSTICE PUBLICATIONS

- Accessibility of State and Local Government Websites to People with Disabilities*, June 2003

WORLD WIDE WEB CONSORTIUM PUBLICATIONS

- Web Content Accessibility Guidelines*, December 2008

WEB SITES

- CSBA: <http://www.csba.org>

- Calif. Dept. Of Education, Web Accessibility Standards:

- <http://www.cde.ca.gov/re/di/ws/webaccessstds.asp>

- Calif. School Public Relations Association: <http://www.calspra.org>

- U.S. Department of Justice, Americans with Disabilities Act: <http://www.ada.gov>

- World Wide Web Consortium, Web Accessibility Initiative: <http://www.w3.org/wai>

Policy
adopted: September 27, 2000
revised: February 8, 2012
revised: October 10, 2018

RIALTO UNIFIED SCHOOL DISTRICT
Rialto, California