USE OF DISTRICT WEB SITE

The Pewaukee Public Schools shall establish a web site and develop web pages that shall present information about the District. To facilitate communication, numerous official web pages may be created with a separate purpose and target audience. These may include:

- Web pages with general information about the District and specific schools for students, staff, parents, and the world at large.
- Curricular/Library media web pages intended to provide links to the Internet resources that tie to the Pewaukee curriculum.
- Web pages that provide general administrative information such as details on specific Board of Education actions, policies, and rules.
- School or class web pages designed to display student projects and talents or class information.
- Extracurricular organization web pages that provide information about the activity.
- Any other web page deemed valuable to the District.

The Superintendent shall assign a district staff member to serve as Webmaster. The Webmaster shall be responsible for overall site management.

The contents of the web pages must be consistent with applicable local, state, and federal laws and District policies. District web pages shall meet the same criteria established under the District’s Internet Acceptable Use policy. District web pages shall not contain or be linked to other web pages that do not meet the same criteria. All subject matter on District web pages must relate to curriculum, instruction, school-authorized activities, and offer District/school information that is appropriate and related to District/school needs.

Therefore, neither staff nor students may publish personal home pages as part of the District web site, nor attach home pages for other individuals or organizations not directly affiliated with the District. Employees and students may not misrepresent the District by creating, or posting any content to, any personal or non-authorized website that purports to be an official/authorized website of the District. No employee may purport to speak on behalf of the District through any personal or other non-authorized website.

The District's electronic systems, including its web site and web pages, are provided on an "as is, as available" basis. The Pewaukee School District makes no warranties, either expressed or implied, including, without limitation, those of merchantability and fitness for a particular purpose with respect to any services provided by the system and any information or software contained therein. The District may take disciplinary action as deemed necessary for web management. The District does not warrant that the functions or services performed by, or that the information or software contained on the system shall meet the system user's requirements, or that the system shall be uninterrupted or error-free, or that defects shall be corrected. Opinions, advice, services, and all other information expressed by system users, information providers, service providers, or other third-party individuals in the systems are those of the individual or entity and not the District. The District shall cooperate fully with local, state, or federal officials in any investigation concerning or relating to misuse of the District's electronic communications system.

REVIEWED: February 18, 2002
APPROVED: March 4, 2002
REVISED: April 11, 2005
REVISED: July 9, 2012
INSTRUCTION

POLICY      No. 6500.11

USE OF DISTRICT WEB SITE PROCEDURES

A. The information contained on the Pewaukee School District website is for general information purposes only. While we strive to keep the information up to date and correct, the Pewaukee School District shall make no representations or warranties, express or implied, that the functions, services, or information provided by or through our website will be error-free or without defect. The user assumes the risk of verifying any materials used or relied on. The Pewaukee School District shall assume no liability for any decision made or action taken or not taken by the reader in reliance upon any information or data furnished hereunder.

B. All information provided at this website is for non-commercial educational purposes only. References to commercial products or trade names do not represent an endorsement of these products or companies by the Pewaukee School District.

C. While care has been used in the preparation of the information contained within this web site, the Pewaukee School District shall not guarantee its accuracy. Anyone relying on information contained within these pages does so at their own risk.

D. While the Pewaukee School District actively monitors the content of this web site, we do not claim any responsibility for content outside this website, otherwise known as "offsite" content. Though we have made every effort to insure that offsite content is appropriate and in good taste, we have no control over the constantly changing landscape of the Internet.

E. All material on this website, unless otherwise noted, is the intellectual property of the Pewaukee School District. No material may be copied or used without the express written permission of the Pewaukee School District. Please contact us at (262) 695-5071 for further questions regarding this issue.

F. The Pewaukee School District makes every effort to ensure that published information is accurate and current. However, Pewaukee School District makes no claims, promises, or guarantees about the absolute accuracy, completeness, or adequacy of the contents of this web site and expressly disclaims liability for errors and omissions in the contents of this web site. Any person or entity that relies on any information obtained from this system does so at their own risk.

G. In preparation of this site, every effort has been made to offer the most current, correct, and clearly expressed information possible. Nevertheless, inadvertent errors in information may occur. In particular but without limiting anything here, Pewaukee School District disclaims any responsibility for typographical errors and accuracy of the information that may be contained on its web pages. The information and data included are subject to change without notice. The services, information, and data made available on the Pewaukee School District web site are provided "as is" without warranties of any kind.

H. There are links and pointers to third party Internet web sites. These sites linked from the Pewaukee School District web site are not under the District’s control. The District shall not assume any responsibility or liability for any information, communications or materials available at such linked sites, or at any link contained in a linked site. Pewaukee School District does not intend these third party links to be referrals or endorsements of the linked sites and are provided for convenience only. Each individual site has its own set of policies about what information is appropriate for public access. You assume sole responsibility for use of third party links and pointers.

I. The Pewaukee School District web site and its content are provided for educational purposes only and are updated on a regular basis. Thus, the information within this web site is offered “As Is,” and may contain errors, omissions or problems. It cannot be guaranteed to be current, accurate, complete, adequate, functional, suitable or useful. This web site and its content are subject to change without prior notice. It is recommended and encouraged that the user confirms web site information with the Pewaukee School District.

J. The Pewaukee School District provides this web site and its content without warranties or representations of any kind. The user assumes the entire risk related to the information, documentation, materials and software obtained from or through this web site. In no event will the Pewaukee School District, any of its employees, or officers be responsible or reliable to you or to any third party for any direct, indirect, incidental or consequential damages or lost profit resulting from any use, misuse or reliance of this site and its content.
K. The Pewaukee School District site offers hypertext links to sources and documents outside its domain. The Pewaukee School District has no control over the information. This service is provided only for the user’s convenience. The user accepts full responsibility for their content and use.
USE OF DISTRICT WEB SITE
Procedures

The District Technology Committee shall give ongoing input to the Webmaster regarding possible site enhancements. The Building Technology Committee shall provide input to the Principal and/or Instructional Technology Specialist regarding their school’s homepage.

In order to provide for oversight and quality control of information placed on the Pewaukee web site, the following criteria must be followed:

Quality Control Issues
District web pages shall be maintained and updated on a regular basis. They shall contain the following:

- A title that appropriately describing the content of the page
- Well-edited text that is free of spelling and grammatical errors.
- Factually correct information.
- Information and graphics that adhere to all school district policies and guidelines.
- Official District disclaimer statement on the site’s home page.

Linking Issues
- The District home page shall link to each school web site.
- Each page of a school web site shall have a link back to the District home page: http://pewaukee.schoolwires.net.
- All links on District web pages shall meet the criteria established in the Internet Acceptable Use Policy.
- All links are limited to information about curriculum or other youth activities, agencies or organizations which are known to be sponsored by the school. Web page links may not include entities whose primary purpose is commercial or advertising.
- All links shall be tested for accuracy, checked for conformance to District standards, and reviewed to determine if the site is still operational.
- Web sites may not link to individual student or staff web sites on other servers.

Copyright/trademark Issues
- Pewaukee web pages shall comply with legal requirements regarding the use, reproduction and distribution of copyrighted works. Therefore, no copyrighted information should be placed on the District web site except with written permission from the creator of the work, or otherwise permitted by law.
- The home page for the District and each school page shall contain the following copyright notice: “Copyright ____ (year), Pewaukee School District. The entire contents of this web site are under copyright protection. Copying is permitted only with written permission from the District Webmaster at the Pewaukee School District.”
- Official trademarks or logos also may not be placed on District web pages without receiving prior appropriate permission.

Privacy Issues
Because web pages are public in nature, they can be accessed by a variety of people in a variety of locations.

- Photos of students may be used with a first name and last initial only. Full names may not be used to identify students on the District web site. Personally identifiable information shall not be included on the web page. Documents must not include a student’s telephone number, address, social security number, date of birth, names of other family members, or names of friends.
- Parental consent must be obtained for an individual child’s image (still or video), writing, music, or art work to be included on the web page. The teacher (publisher) must first verify with the school office to determine if the student’s parents/guardians have authorized such publication through the appropriate consent form. Student consent and parental notification shall be obtained prior to using student writing, music or art work.
- E-mail addresses published on a web page are restricted to staff members or to a general group e-mail address whereby arriving e-mail is forwarded to a staff member.
- Student directory information may not be published if parents have requested that it be withheld.
- Web page documents may not include any information which indicates the physical location of a student at a given time, other than attendance at a particular school or participation in activities.

Only web pages created under the auspices of these administrative guidelines shall be official representations of the Pewaukee Schools. All web pages must be submitted to the Webmaster for review and initial approval prior to their placement on the District server.