

Calvert County Public School  
1305 Dares Beach Road  
Prince Frederick, MD 20678

**Administrative Procedures for Policy #2718 (Instruction)  
Regarding Administration of the CCPS  
District and School Websites**

I. Purpose

- A. The purpose of this procedure is to provide a framework for the structure and content of the Calvert County Public Schools' (CCPS) district and school websites. This framework shall provide accountability for information published on above mentioned websites so that their use serves the educational purposes of CCPS; establishes reasonable controls to protect the privacy of CCPS staff and students in a global communications environment; ensures that the above mentioned websites incorporate best practices and meets the highest educational and technological quality standards; and provide content that is accessible to students, parents, and community members with disabilities.

II. Background

- A. Calvert County Public Schools maintains official district, school, and department websites to provide parents, staff, students, and the larger community with valuable information about and technical support for the academic, administrative, and operational aspects of the school system. The above mentioned websites are a non-public forum. CCPS may place restrictions on the material posted on or accessed through the above mentioned websites.

III. Definitions

- A. Educational Purposes - those actions directly promoting the educational, instructional, administrative, business, and support services mission of CCPS, and related to any instruction, project, job, work assignment, task, or function for which the user is responsible.
- B. Inappropriate content – content that violates law or CCPS policies and/or regulations; poses a potential threat to the health and/or safety of students; might reasonably be perceived to advocate student drug, alcohol and/or tobacco use, violence, sex, illegal discrimination, or other illegal activities; contains language or images that are obscene, libelous, slanderous, profane, or derogatory to individuals; or causes, or might reasonably be predicted to cause, substantial disruption of or material interference with school activities and/or the school's learning environment.
- C. Content supplier - the principal, administrator, or their designee of the school or department that supplies the CCPS Webmaster with content to post on their respective site. The CCPS Webmaster is the site manager for the district and school websites.
- D. Template - A modular, structured Web page with components that are consistent on every page.

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- E. Webmaster - The CCPS staff member responsible for creating and maintaining the website.
- F. Web Services - The unit responsible for managing the district and school websites, under the direction of the Director of Information Technology.
- G. Staff - All employees and temporary employees of the Calvert County Public Schools.
- H. WCAG/Accessibility Guidelines – Web Content Accessibility Guidelines 2.0 Level AA, or updated equivalents of these guidelines.

#### IV. Procedures

##### A. Requirements

1. Each school and department must have a website or at minimum one Web page with contact information. District and school websites must use the approved CCPS website template.
2. All material placed on the district and school websites, including links to outside organizations, must serve the educational purposes of the school system and comply with CCPS policies, regulations, administrative procedures, school rules, and accessibility guidelines
3. Content managers, are responsible for the following functions:
  - a. Submitting content to the Webmaster to post on their respective website. Each request should include:
    - 1) Heading and description of content
    - 2) Content not limited to documents, text videos and images
    - 3) Specific location where content should be located
    - 4) Date when content should be posted
    - 5) Date when content should be removed, if applicable
  - b. Reviewing the site to ensure the content is appropriate, accurate, timely, and serving educational purposes;
  - c. Work with the Webmaster to remove any content or links that fail to comply with requirements for educational purposes, appropriateness or fails to meet accessibility guidelines.

##### B. Guidelines for appropriate content

1. Website content must have a clear educational purpose and meet the standards for appropriateness.
2. All material placed on the district and school websites must comply with all CCPS policies and procedures, including Policy 1047: Distribution of Materials; Policy 2718: Responsible and Appropriate Use and Accessibility of Computer Systems and Other Electronic Communication Media; Policy 1740: Ethics; and Procedure 1740.6: Confidentiality. All content posted on the district and

school websites must also be in compliance with The Family Educational Rights and Privacy Act of 1974.

3. All material placed on the district and school websites must be current and meet academic standards for proper spelling, grammar, content, and accuracy.
  - a. Operational and time-sensitive information, such as address, school hours, calendar items, staff directory, and opening of school information, must be maintained as current.
  - b. Unfinished sites and Web pages should not be published until the material is complete.
  - c. All documents should be posted in portable document format (PDF) to ensure maximum viewing capability.
4. Web Services will publish on the district and school websites information and guidelines regarding appropriate notification, disclosure language and accessibility guidelines.
5. Sites created and maintained by students should be labeled as student work.
6. Copyright
  - a. The district and school websites will not contain material or resources that has been copied from other websites without obtaining permission from the webmaster, creator, owner, or publisher of the material unless the material is clearly stated to be in the public domain or the owner gives permission or license for reuse. See Policy 1630 Regarding the Use of Copyrighted Materials.
  - b. School and department websites should not use a trademark, service mark, or logo of the owner without the owner's written consent.
  - c. Web pages on the district and school websites are the property of CCPS, unless they display student work or material created by others. In each of these cases, written permission is required. Outside requests to reuse content from the district or school websites should be directed to the CCPS webmaster.

C. Compliance with the Rehabilitation Act and Americans with Disabilities Act

1. The District is committed to compliance with Section 504 of the Rehabilitation Act of 1973 and Title II of the Americans with Disabilities Act (ADA) of 1990 with regard to the District's electronic communication media so that students, parents and community members with disabilities are not excluded from participation in, denied the benefits of, or otherwise subjected to discrimination in any District program, service, and activity.
2. Webmasters must be familiar with WCAG accessibility guidelines when it comes to website design. These include, but are not limited to:

- a. Ensure that frames and other frame elements are recognizable by assistive technologies
  - b. Include text-only alternative pages whenever there are moving images or color elements that may be difficult for users with certain types of visual impairments to use
  - c. Ensure that images providing direction or information use an alternative tag that is available to text readers
  - d. Include captions or subtitles for audio used providing direction or information
3. Fundamental Alteration/Undue Burden
- a. If, in the opinion of the Superintendent or the Superintendent's designee, after considering all resources available for use in the funding and operation of a technology-related service, program, or activity, that the technology-related service, program, or activity fundamentally alters the CCPS program or the cost is an undue burden to CCPS, the Superintendent or his designee, shall ensure that equally effective alternative access is provided to individuals with disabilities so that they receive the same benefits or services provided by CCPS as their nondisabled peers to the maximum extent possible.
4. Reporting Accessibility Concerns
- a. A student, parent, or community member who wishes to report a complaint or concern regarding the accessibility of the District's electronic communication media may contact the Web Services, the District Department of Information Technology, or submit a complaint through the "Report Accessibility Issues" complaint form located on the "Website Accessibility" page of the "District Information" section of the CCPS website.
  - b. The report will be promptly investigated by the Web Services Office. During the investigation, the District will take reasonable measures to provide effective communication to the reporting party to provide access to the information at issue.
  - c. Web Services shall prepare a written report of the findings and conclusions within a reasonably prompt timeframe following the completion of the investigation.
  - d. Web Services shall contact the reporting party upon the conclusion of the investigation to discuss the findings and conclusions and actions to be taken as a result of the investigation.
  - e. Web Services shall maintain all records of reports concerning accessibility issues in accordance with the District's record retention policy.

D. Links to external sites

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1. Links to non-CCPS websites must support the educational purposes of CCPS. These links should open into a new window.
2. Web pages with links to non-CCPS sites will include the disclaimer, "This Web page may contain links to one or more pages that are outside CCPS. CCPS does not control the content or relevancy of these pages. A link from this website to a non-CCPS website does not represent CCPS sponsorship or endorsement of the linked entity."
3. Web Services shall periodically (at least once per year for each link) monitor the links to external sites to determine compliance with this policy.
4. If Web Services determines that links to external sites are not accessible, Web Services shall, if reasonably practicable, contact the external site in an effort to bring the external site into compliance with CCPS policy and offer equally effective alternative access to the program, service, or activity encompassed by the external site to individuals with disabilities so that they receive the same benefits or services provided by CCPS as their nondisabled peers to the maximum extent possible.

#### E. Advertising and Public Service Announcements

1. The district and school websites do not accept paid advertising or sponsorship from commercial entities and do not promote commercial entities. An individual school or department Web page may contain the name, logo, or icon of a business that has been identified as a partner in education and has given permission by the site manager for its use; however, the website may only link to the business partner's website if it serves an educational purpose. See Policy 1050 Regarding Advertising.

#### F. Confidentiality of student information

1. The district and school websites shall be in compliance with CCPS policies and procedures, including Procedure 1740.6 Regarding Confidentiality and the Family Educational Rights and Privacy Act (FERPA). As defined by FERPA, the website content shall not reveal personally identifiable information about students or employees to any individual or agency unless they have a legitimate educational interest.
2. At no time, shall any student's home address, telephone number, e-mail address, birth date, social security number, or information made confidential by state or federal law appear on the district or school websites.
3. Photos and videotapes of students must comply with Policy 1100 regarding Communications.

#### G. Responsibilities of Web Services

1. Web Services, reporting to the Director of Information Technology, shall be responsible for implementing this procedure, maintaining and developing the district and school websites, managing access to school and department sites, handling reports and investigations of accessibility issues, and monitoring all

website activities for compliance with Board of Education policies, applicable laws and regulations, and this policy.

2. The CCPS webmaster will provide technical requirements, support, and training for developing and publishing material on websites.
3. If Web Services and/or the Director of Information Technology identify problematic content on a district, school, or department website, appropriate action will be taken to modify the problematic content or remove it in order to comply with this policy.
4. Web Services shall monitor the accessibility of content on a district, school, or department website at least on an annual basis.
5. CCPS reserves the right to edit, delete, or modify any webpage content as it sees fit in order to comply with the intended purposes of the website and these procedures.
6. Violations of this procedure, Policy 2718: Acceptable Use of Computer Systems or any other CCPS policy or procedure may result in loss of publishing privileges or disciplinary action.