

E-MAIL

Electronic mail, otherwise known as E-mail, is stored information. Employees, students, and others who may use the District E-mail will limit their use to school business and instructional purposes. There should be no expectation of privacy for the information communicated through E-mail. Nothing should be included in an E-mail message that a person would not want to be read by someone else. Users will avoid using any language or sending or displaying graphics that may be interpreted as offensive and/or discriminatory as defined by Board policy or by law.

E-mail messages should be retained only as long as they serve their purpose then should be deleted immediately thereafter.

Sanctions:

1. Violations may result in disciplinary action and/or loss of access and use privileges.
2. Additional disciplinary action may be taken consistent with existing practice regarding inappropriate language or behavior.
3. When applicable, law enforcement agencies may be involved.

Adoption Date -- 7/8/98

WHITEFISH BAY SCHOOLS
GUIDELINES FOR HOME/SCHOOL COMMUNICATION VIA E-MAIL

The District now has an E-mail system that may be a useful way for you to contact your son's or daughter's teachers. Please read and use the following guidelines.

1. First, call the school office and ask to speak to the teacher by phone or set up a meeting. E-mail is a convenient way to communicate information, but it does not allow for a good two-way dialogue. A personal conversation with the teacher will allow both parties to share any insights and concerns. After this conversation, you and the teacher may mutually agree to keep in touch via E-mail.
2. The privacy of E-mail cannot be guaranteed. Teachers and parents should be wary of sending confidential information via E-mail.
3. It is our intention to respond to an E-mail message by the next day. However, please be aware that there is not time set aside during the day for teachers to respond to their E-mail. When meetings or other scheduled events occur, teachers may not be able to respond as quickly as they would like.
4. If you send an E-mail message and do not receive a reply within a few days, please contact the teacher by phone. Occasionally, there are interruptions in electronic communication.

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WORLD WIDE WEB PAGE PUBLISHING GUIDELINES

District web pages are considered official District materials and will be created by District staff members. Students may, upon approval from staff members, create web pages relating to a class project, course, or other school-related activity.

1. Philosophy and Purpose

The web pages of the School District of Whitefish Bay shall be used for the following purposes:

- establish a District presence on the Internet
- communicate information about the school district to parents and the general public
- communicate information about curriculum, activities, and events within the district school community
- provide an instructional tool for teachers and a learning tool for students as part of the instructional matrix for technology education
- provide students and teachers with links to sites which correlate with curriculum and are appropriate for specific grade levels and have been reviewed by staff members

2. Creation of District Web Pages

Any person creating web pages must use the following guidelines:

- pages belong to the District and must be of the highest quality
- all subject matter and links on web pages should relate to curriculum, instruction, school-authorized activities, or general information that is appropriate and of interest to others
- page contents must adhere to the District Acceptable Use Policy, privacy regulations, and copyright laws, as described elsewhere in this document.

3. Content of District Web Pages

Information may only be placed on official District and/or school web pages if it meets the following general requirements:

- the information is an accurate and factual representation of official school and/or Board policies, programs and positions
- No personal, non-education-related material may be placed on official District and/or school web pages
- the information does not contain any confidential material or other material in violation of laws, regulations or established Board policies
- copyrighted material may not be used without appropriate permission from the copyright owner (examples include cartoons, photographs, songs, and graphics)
- when copyright material is included with permission, the author is cited accurately
- the information is written so that it can be clearly understood and meets proper standards of grammar, spelling, punctuation, etc.
- content of a page must not be commercial in nature, nor should it serve merely to point to a commercial page
- the web pages of the school district will not contain any advertisements sponsored by an for-profit business or organization
- advertising for non-profit and not-for-profit organizations is acceptable within school determined parameters (i.e., event for the Boy Scouts)
- all web pages shall be created to facilitate efficient loading and viewing regarding graphics and sound

4. Links on District Web Pages

The District web pages contain links for the following purposes:

- provide resources for teachers which will enhance the instruction of the District grade

- or course level curriculum
- provide guided sources to students which will allow them to use the resources of the Internet in their school work
- provide information about the District in general and, specifically, the elementary schools, middle school and high school

All links on District web pages shall follow the following criteria:

- all links to all pages meet the legal, moral and ethical standards of the District as well as directly correlating to the curricular goals for the District
- links to personal home pages of students and staff shall not be made from any District web page
- the District does not take responsibility for the contents of outside sites listed here and does not by their listing endorse the points of view represented at any particular site

5. Privacy

The official web pages of the School District of Whitefish Bay shall not contain the following items for reasons of security and protection of individual privacy:

- students' names, E-mail addresses, phone numbers, street addresses, or other identifying information except with explicit written permission of the parent/guardian or student of majority age
- photographs, video, and other electronic images
- staff members' personal E-mail addresses, personal phone numbers, street addresses, or other identifying information of a private nature

Staff members' names and District provided E-mail addresses may be listed on District web pages to facilitate professional communication between staff and web page users.

6. Review Process

All District web pages must go through the District review process.

- all pages must be reviewed by the building level technology committees, including the building principals
- final approval for publication of web pages rests with the Director of Instruction

7. Updating the District Web Pages

All District web pages will be updated regularly.

- district web pages updating schedules will be determined by the web masters at the individual buildings and only those authorized web masters may make changes to the school web sites
- the suggested time frame is to update pages once a month during the school year
- links included on the various pages must be reviewed and checked for accuracy

8. Publishing Rights and Responsibilities

The work of students may be published on District web pages provided that the work is attributed to the student, the student is identified by first name only, and a written release is granted by the parent or legal guardian of the student. Adult students aged 18 or over may offer written permission of their own. Students shall retain the copyright of their own published work. In cases where a publisher wishes to contact a student or family for potential permission to reproduce work, requests will be forwarded to the family of the student. The family may then contact the publisher if so desired.

9. Web Page Publishing Policy-Review Process

This web page policy will be periodically reviewed by the School District of Whitefish Bay and may be modified or added to as new situations arise or as the technology changes. Determinations may also be made on whether specific uses of the web technology are

consistent with this policy.

10. Limitation of Liability

In no event shall the Whitefish Bay School District be liable for any damages, whether direct, indirect, special or consequential, arising out of the use of the web pages or web server, accuracy or correctness of databases or information contained therein or related, directly or indirectly, to any failure of delay of access to this technology. Use of any information obtained via the web page/server is at the user's own risk.

Adoption Date -- 7/8/98