

## **SCHOOL AND DISTRICT WEB PAGES**

The Cambridge Public Schools realizes the limitless potential for information and communication provided by the World Wide Web. The availability of this communication vehicle provides an opportunity for students and staff to access and contribute to the world of information related to curriculum, instruction, school, school district, and school community related activities. Therefore, the Cambridge Public Schools will use the Internet as an effective, efficient and timely source of information, method of communication and vehicle for resource collection. In order to take advantage of the opportunities the Internet provides, the School Committee authorizes the creation of school and/or school district web pages on the Internet.

Only those web pages maintained in accordance with School Committee policy and established procedures and hosted by the Cambridge Public Schools and/or an approved Cambridge Public Schools vendor shall be recognized as official representations of the school district or individual schools. All information on a school or school district web page must accurately reflect the mission, goals, policies, program, and activities of the school and school district. The web pages must have a purpose that falls within at least one of four categories:

1. Support of curriculum and instruction intended to provide links to Internet resources for students, parents/guardians and staff in the school district.
2. Public information intended to communicate information about the schools and school district to students, staff, parents, community, and the world at large.
3. School district technology support intended to provide and respond to instructional and administrative technology needs of students and staff.
4. School district technology, including without limitation, secure communication tools, web-based mail and on-line applications, intended to support and respond to instructional and administrative needs of students, parents/guardians and staff.

The Superintendent shall develop guidelines and procedures for school and district web pages and shall designate an individual(s) to be responsible for maintaining the official school district web page and monitoring all school district web page activity. Principals shall make such designation for an individual school. Schools or departments that wish to publish a web page must identify an appropriately qualified publisher and/or author. Further, all web pages must use the Cambridge Public Schools content management system to publish content to school district web pages.

As with any instructional materials or publication used by or representing the school or school district, the Principal or Superintendent, respectively, are ultimately responsible for accuracy and appropriateness of the information made available at the Web site. Concern about the content of any page(s) created by students or staff should initially be directed to the webmaster and, if not resolved, to the Superintendent or designee.

Web sites developed under contract for the Cambridge Public Schools or within the scope of employment by Cambridge Public Schools employees are the property of the Cambridge Public Schools. The use of third party systems for the creation, maintenance or support of Cambridge Public Schools websites, unless through an approved vendor contract, is strictly prohibited.

Due to the dynamic nature of the World Wide Web, this policy is to be reviewed and updated on an annual basis or more frequently if required.

*Adopted: June 16, 2009*