

Sacramento City USD

Board Policy

District And School Web Sites

BP 1113

Community Relations

To enhance communication with students, parents/guardians, staff, community members and the public at large, the Governing Board encourages the development and ongoing maintenance of district and school web sites on the Internet. Web sites shall support the educational vision of the district and shall be consistent with the district's plans for communications and media relations.

(cf. 0000 - Vision)

(cf. 0200 - Goals for the School District)

(cf. 0440 - District Technology Plan)

(cf. 1100 - Communication with the Public)

(cf. 1112 - Media Relations)

(cf. 3312 - Contracts)

(cf. 4040 - Employee Use of Technology)

(cf. 5124 - Communication with Parents/Guardians)

(cf. 5145.2 - Freedom of Speech/Expression: Publications Code)

(cf. 6010 - Goals and Objectives)

(cf. 6145.3 - Publications)

(cf. 6145.5 - Student Organization and Equal Access)

(cf. 6162.7 - Use of Technology in Instruction)

(cf. 6163.4 - Student Use of Technology)

The Superintendent or designee shall develop guidelines regarding the content of district and school web sites which shall include standards for the ethical and responsible use of information and technology. These guidelines shall be consistent with law, Board policy and administrative regulation.

District and school web sites shall not include content which is obscene, libelous or slanderous, or which creates

webmaster who shall ensure that the content adheres to district guidelines and policies.

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

49073 Release of directory information

60048 Commercial brand names, contracts or logos

GOVERNMENT CODE

3307.5 Publishing identity of public safety officers

All new, newly-added, or modified online content and functionality will be accessible to people with disabilities as measured by conformance to the reasonable industry benchmarks (e.g. World Wide Web Consortium, Web Content Accessibility Guidelines and the Web Accessibility
Initiativ

(cf. 3515.3 - District Police/Security Department)

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

Staff and students may submit materials for web site publication to the district or school webmaster who shall ensure that the content adheres to district guidelines and policies.

Legal Reference:

EDUCATION CODE

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