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### Revised Policy - Volume 35, No. 2 - July 2023

#### 7540.02 - WEB CONTENT, APPS AND SERVICES

##### A. ~~Creating Content for Web Pages/Sites, Apps and Services~~ **Creation of Content for Webpages, Websites, and Apps and Services**

The Board of Managers authorizes staff members () and students **[END OF OPTION]** to create content for ~~web pages/site(s) and~~ webpages, websites, and apps and services (see Bylaw 0100 - Definitions) that ~~will be~~ are hosted by the Cooperative on its servers or Cooperative-affiliated servers (i.e., servers the Board pays to use or otherwise sanctions the use of) and/or published on the Internet.

The content of ~~web pages/site(s)~~ webpages, websites, and apps and services ~~must~~ shall comply with State and Federal law, e.g., copyright laws, Children's Internet Protection Act (CIPA), Section 504 of the Rehabilitation Act of 1973 (Section 504), Americans with Disabilities Act (ADA), and Children's Online Privacy Protection Act (COPPA), and reflect the professional image/brand of the Cooperative, its employees, and students. Content of ~~web pages/site(s)~~ webpages, websites, and apps and services ~~must~~ shall be consistent with the Cooperative's mission statement and staff-created content for ~~web pages/site(s)~~ webpages, websites, and apps and services is subject to prior review and approval of the Director before being published on the Internet and/or used with students.

**[NOTE: ~~Choose either or both of the following options.~~ CHOOSE ONE (1), BOTH, OR NEITHER OF THE FOLLOWING OPTIONS]**

[  ] Student-created content for ~~web pages/site(s)~~ webpages, websites, and apps and services is subject to Policy 5722 - School-Sponsored ~~Student~~ Publications and Productions.

[  ] The creation of content for ~~web pages/site(s)~~ webpages, websites, and apps and services by students ~~must~~ shall be done under the supervision of a professional staff member.

**[END OF OPTIONS]**

##### B. ~~Purpose of Content of Cooperative Web Pages/Sites, Webpages, Websites, and Apps and Services~~ **Purpose of Content of Cooperative Web Pages/Sites, Webpages, Websites, and Apps and Services**

The Director shall have final editorial authority over all content placed on the Cooperative's servers or Cooperative-affiliated servers and displayed on the Cooperative's ~~web pages/site(s)~~ webpages, websites, and/or apps and services. The Director has the right to remove pages or links from any ~~web page/site~~ webpage or website, as well as require that ~~an app or service~~ apps and services created by a Cooperative staff member be removed from the Cooperative's servers or Cooperative-affiliated servers, based upon ~~his/her~~ the Director's determination that content is inappropriate or is not accessible to individuals with disabilities.

The purpose of the content of ~~web pages/site(s)~~ webpages, websites, and apps and services ~~hosted by the Cooperative on its servers or Cooperative-affiliated servers~~ covered by this policy is to educate, inform, and communicate. The following criteria ~~should~~ shall be used to guide the development of such content for ~~web pages/site(s)~~ webpages, websites, and apps and

services:

### 1. Educate

Content provided ~~should~~ shall be suitable for and usable by students and teachers to support the curriculum and Cooperative Objectives-objectives as listed in the Cooperative's Strategic Plan.

### 2. Inform

Content may inform the community about the school, teachers, students, or departments, including information about curriculum, events, class projects, student activities, and departmental policies.

### 3. Communicate

Content may communicate information about the plans, policies and operations of the Cooperative to members of the public and other persons who may be interested in and/or affected by Cooperative matters.

The information contained on the Cooperative's ~~web pages/site(s)~~ webpages, websites, and apps and services ~~should~~ shall reflect and support the Cooperative's policies and philosophy, including any Mission Statement, Educational Philosophy, and the School Improvement Process.

When the content includes a photograph or personally-identifiable information relating to a student, including Cooperative-issued email accounts, the Cooperative ~~will~~ shall abide by the provisions of Policy 8330 - Student Records.

All links included on the Cooperative's ~~web pages/site(s)~~ webpages, websites, and apps, apps and services also ~~must~~ shall meet the above criteria and comply with State and Federal law (e.g., copyright laws, CIPA, Section 504, ADA, and COPPA). Nothing in this paragraph shall prevent the Cooperative from linking the Cooperative's ~~web pages/site(s)~~ webpages, websites, and apps and services to 1) recognized news/media outlets, e.g., local newspapers' websites, local television stations' websites, or 2) to ~~web pages/sites and apps, and/or~~ webpages, websites, and apps and services that are developed and hosted by outside commercial vendors pursuant to a contract with the Board. The Board recognizes that such third party ~~web pages/sites~~ webpages, websites, and apps and services may not contain age-appropriate advertisements that are consistent with the requirements of ~~Policy 9700.01, AG 9700B, and State and Federal law.~~ Policy 9700.01 - Advertising, Commercial Activities, Sponsorships, and Naming Rights, AG 9700B - Criteria for Commercial Messages, and State and Federal law.

Under no circumstances are Cooperative-created ~~web pages/site(s)~~ webpages, websites, and apps and services to be used for commercial purposes, advertising, political lobbying, or to provide financial gains for any individual. As part of this prohibition, content of ~~web pages/site(s)~~ webpages, websites, and apps and services contained on the Cooperative's website shall not 1) include statements or other items that support or oppose a candidate for public office, the investigation, prosecution or recall of a public official, or the passage of a tax levy or bond issue; 2) include a link to a website of another organization if the other website includes such a message; or 3) communicate information that supports or opposes any labor organization or any action by, on behalf of, or against any labor organization.

[ x ] Under no circumstances are staff member-created ~~web pages/site(s)~~ webpages, websites, and apps and services, including personal ~~web pages/sites~~ webpages or websites, to be used to post student progress reports, grades, class assignments, or any other similar class-related material. Employees are required to use the Cooperative-specified ~~web page/site, app or service~~ webpage, website, or apps and services, e.g., \_\_\_\_\_ **[Skyward]** for the purpose of conveying information to students and/or parents.

[ x ] Staff members are prohibited from requiring students to go to the staff member's personal ~~web pages/sites~~ webpages or websites (including but not limited to their Facebook, Instagram, ~~or~~ Pinterest pages, YouTube Channel(s), or TikTok) to check grades, obtain class assignments and/or class-related materials, ~~and/or~~ or to turn in assignments.

[ x ] If ~~a staff member creates~~ staff members create content of ~~web pages/site(s)~~ apps or for webpages, websites, and apps and services related to ~~his/her class~~ their classes, they ~~must~~ shall be hosted on the Cooperative's server or a Cooperative-affiliated server.

[ x ] Unless the content of ~~web pages/site(s)~~ webpages, websites, and apps and services ~~includes~~ contain a student's personally identifiable information, Cooperative ~~web pages/site(s)~~ webpages, websites, and apps and services that are created by students and/or staff members that are posted on the Internet ~~should~~ shall not be ~~password-protected~~ password-protected or otherwise contain restricted access features, whereby only employees, student(s), or other limited groups of people can access the ~~web page/site, app or service~~ webpage, website, or apps and services. Community members, parents, employees, staff, students, and other users generally will be given full access to the Cooperative's ~~web pages/site(s)~~ webpages, websites, and apps and services.

The content of ~~school web pages/site(s)~~ Cooperative webpages, websites, and apps and services ~~should~~ shall reflect an understanding that both internal and external audiences ~~will~~ shall be viewing the information.

~~School web pages/site(s) and apps and services must be located on Cooperative owned or Cooperative affiliated servers.~~ The Cooperative's webpages, websites, and apps and services shall be hosted on Cooperative-owned or Cooperative-affiliated servers.

The Director shall prepare administrative guidelines defining the rules and standards applicable to the use of the Cooperative's ~~web pages/site(s)-webpages, websites, and apps and services and the creation of pages/site(s)-webpages, websites, and apps and services by staff. ( x ) and students.~~**[END OF OPTION]**

The Cooperative retains all proprietary rights related to the design of ~~web pages/site(s)-webpages, websites, and apps and services that are hosted on Cooperative-owned or Cooperative-affiliated servers, absent written agreement to the contrary.~~

~~Students who want their class work or information regarding their athletic endeavors, if applicable, to be displayed on the Cooperative's web pages/site(s) and apps and services must have written parent permission and expressly license the display and any related photographs without cost to the Cooperative.~~In order for a student's school work (i.e., work that is created in a class, at school, or as part of a school-sponsored extracurricular activity) to be displayed on the Cooperative's website, the student (who is eighteen [18] years of age or older) or the student's parent (if the student is seventeen [17] years of age or younger) shall provide written permission and expressly license its display without cost to the Cooperative.

~~Prior written parental permission is necessary for a student to be identified by name on the Cooperative's website, pages/site(s) and apps and services.~~Likewise, prior written permission of a student (who is eighteen [18] years of age or older) or the student's parent (if the student is seventeen [17] years of age or younger) is necessary for a student to be identified by name on the Cooperative's website.

### C. Website Accessibility

The Cooperative is committed to providing persons with disabilities an opportunity equal to that of persons without disabilities to participate in the Cooperative's programs, benefits, and services, including those delivered through electronic and information technology, except where doing so would impose an undue burden or create a fundamental alteration. The Cooperative is further committed to ensuring persons with disabilities are able to acquire the same information, engage in the same interactions, and enjoy the same benefits and services within the same timeframe as persons without a disability, with substantially equivalent ease of use; that they are not excluded from participation in, denied the benefits of, or otherwise subjected to discrimination in any Cooperative programs, services, and activities delivered online, as required by Section 504 and Title II of the ADA and their implementing regulations; and that they receive effective communication of the Cooperative's programs, services, and activities delivered online.

~~The Cooperative adopts this policy to fulfill this commitment and affirm its.~~This policy reflects the Cooperative's commitment and intention to comply with the requirements of Section 504 of the Rehabilitation Act of 1973, 29 U.S.C. 794, 34 C.F.R. Part 104, Title II of the Americans With Disabilities Act of 1990, 42 U.S.C. 12131, and 28 C.F.R. Part 35 in all respects.

#### 1. Technical Standards

The Cooperative ~~will~~shall adhere to the technical standards of compliance identified at www.centralnine.org ~~Insert insert link to the Cooperative's website].~~ The Cooperative measures the accessibility of online content and functionality according to the World Wide Web Consortium's (W3C's) Web Content Accessibility Guidelines (WCAG) 2.0 Level, and the Web Accessibility Initiative - Accessible Rich Internet Applications Suite (WAI-ARIA 1.1) for web content. ~~( )~~ ~~[insert another acceptable standard selected by the Cooperative. e.g., the Section 508 Information and Communication Technology Accessibility Standards published by the U.S. Access Board, which serves as the standards the Federal Government uses for its own websites.~~

**[DRAFTING NOTE: While OCR currently (as of December 2022) recommends WCAG 2.0 Level AA, WCAG 2.1 is gradually becoming the standard courts cite as the ADA accessibility standard that public entities should use for websites, mobile applications, and digital content compliance. Further, W3C published a working draft of WCAG 2.2 in August 2020 and a Candidate Recommendation draft of WCAG 2.2 in September 2022; a final version of WCAG 2.2 is expected to be released in early 2023. The W3C states that WCAG 2.0 and 2.1 remain its recommendation, but version 2.2 should be used to maximize future applicability of accessibility efforts. The WC also encourages the use of the most current version of WCAG when developing or updating Web accessibility policies.]**

#### 2. Web Accessibility Coordinator

The Board designates its ~~( )~~ Section 504/ADA Compliance Coordinator(s) ~~( x )~~ Technology Director ~~( )~~ ~~[END OF OPTION]~~ as the Cooperative's Web Accessibility Coordinator(s). That/those individual(s) is/are responsible for coordinating and implementing this policy.

~~[ x ]~~ The Board commits to providing the Web Accessibility Coordinator with sufficient resources and authority to coordinate and implement this policy and any corresponding guideline(s), subjected to ~~overside~~ oversight by the Director and the Board.

**[Select Option 1 or 2]**

**[ x ] [OPTION 1]**

See Board Policy 2260.01 - Section 504/ADA Prohibition Against Discrimination Based on Disability for the Section 504/ADA Compliance ~~Coordinator(s)~~ Coordinator('s)(s) contact information.

**[END OPTION 1]**

**[ ] [OPTION 2]**

The Cooperative's Web Accessibility Coordinator(s) can be reached at \_\_\_\_\_ **[Insert name or title, address, e-mail, phone]**.

**[END OPTION 2]****3. Third Party Content**

Links included on the ~~Board's website(s), content,~~ Cooperative's webpages, websites, and apps and services, that pertain to its programs, benefits, and/or services also ~~must~~ shall meet the above criteria and comply with State and Federal law (e.g., copyright laws, CIPA, Section 504, ADA, and COPPA). While the Cooperative strives to provide access through its ~~website~~ webpages, websites, and apps and services to online content provided or developed by third parties (including vendors, video-sharing websites, and other sources of online content) that is in an accessible format, that is not always feasible. The Cooperative's administrators and staff, however, are aware of this requirement with respect to the selection of online content provided to students. The Cooperative's Web Accessibility ~~Coordinator~~ Coordinator(s) or ~~his/her designees will~~ designees shall vet online content ~~available~~ on its ~~website~~ webpages, websites, and apps and services that is related to the Cooperative's programs, benefits, and/or services for compliance with this criteria for all new content ~~placed~~ published on the Cooperative's ~~website~~ webpages, websites, and apps and services after adoption of this policy.

Nothing in the preceding paragraph, however, shall prevent the Cooperative from including links on the ~~Board's website(s)~~ Cooperative's webpages, websites, and apps and services to:

- a. recognized news/media outlets (e.g., local newspapers' websites, local television stations' websites); or
- b. websites, content, ~~apps or services~~ apps or apps and services that are developed and hosted by outside vendors or organizations that are not part of the Cooperative's program, benefits, or services.
- c. ~~The Board recognizes that such third party websites may not contain age appropriate advertisements that are consistent with the requirements of Policy 9700.01, AG 9700B, and State and Federal law.~~

The Board recognizes that such third party webpages, websites, and apps and services may contain advertisements that are not age-appropriate or consistent with the requirements of Policy 9700.01 - Advertising, Commercial Activities, Sponsorships, and Naming Rights, AG 9700B - Criteria for Commercial Messages, and State and Federal law.

**4. Regular Audits**

The Cooperative, under the direction of the Web Accessibility Coordinator(s) or ~~his/her/their~~ designees, ~~will~~ shall audit at regular intervals, ~~audit~~ the Cooperative's online content and measure this content against the technical standards adopted above.

**( x )** This audit ~~will~~ shall occur ~~( )~~ ~~at least annually.~~ **( x )** no less than once every two (2) years.

If problems are identified through the audit, such problems ~~will~~ shall be documented, evaluated, and, if necessary, remediated within a reasonable period of time.

**5. Reporting Concerns or Possible Violations**

~~If any student, prospective student, employee, guest, or visitor believes that the Cooperative has violated the technical standards in its online content, s/he may contact the Web Accessibility Coordinator with any accessibility concerns. S/He also may file a formal complaint utilizing the procedures set out in Board Policy 2260 and Policy 2260.01 relating to Section 504 and Title II. If a person accessing the Cooperative's webpages, websites, or apps and services (e.g., a student, prospective student, employee, guest, or visitor) ("user") believes that the Cooperative has violated the technical standards identified above in its online content, the user may contact the Web Accessibility Coordinator with any accessibility concerns. The user also may file a formal complaint utilizing the procedures set out in Policy 2260.01 - Section 504/ADA Prohibition Against Discrimination Based on Disability.~~

**D. Instructional Use of Apps and Services**

The Board authorizes the use of apps and services to supplement and enhance learning opportunities for students either in the classroom or for extended learning outside the classroom.

**[SELECT OPTION #1 or #2]****[x ] [OPTION #1]**

The Board requires the ~~( )~~ Director **( x )** Technology Director/Principal \_\_\_\_\_ pre-approve each ~~app or service~~ of the apps and services that a teacher intends to use to supplement and enhance student learning. To be approved, the ~~app or service~~ apps and services shall have a FERPA-compliant privacy policy and comply with all requirements of

COPPA and CIPA ( ) and Section 504 and the ADA.

**[END OF OPTION #1]**

**[ ] [OPTION #2]**

A teacher who elects to supplement and enhance student learning through the use of apps and/or services apps and services is responsible for verifying/certifying to the ( ) Director ( ) \_\_\_\_\_ that the app or service has apps and services have a FERPA compliant privacy policy, and it complies policy and comply with all requirements of COPPA and CIPA ( ) and Section 504 and the ADA.

**[END OF OPTION #2]**

The Board further requires ( ) the use of a Cooperative issued e-mail address in the login process. ( ) prior written parental permission to use a for a student seventeen (17) years of age or younger to use the student's personal e-mail address in the login process.

## E. Annual Training

The Cooperative will shall provide ~~( ) annual~~ ( x ) periodic **[END OF OPTION]** training for its employees who are responsible for creating content or distributing information with online content so that these employees are aware of this Policy and understand their roles and responsibilities with respect to ~~web design~~, web design and creation and/or uploading of documents and multimedia content.

[x ] Such training shall be facilitated by an individual with sufficient knowledge, skill and experience to understand and employ the technical standards set forth in Board policies and administrative guideline(s).

## One-Way Communication Using Cooperative Content, Apps, Webpages, Websites, and Apps and Services

The Cooperative ~~is authorized to use web pages/sites, content,~~ approves the use of its webpages, websites, and apps and services to promote school activities and inform stakeholders and the general public about Cooperative news and operations. Such communications constitute public records that ~~will~~ shall be archived.

When the Board or Director designates communications distributed via Cooperative ~~web pages/sites, content,~~ webpages, websites, and apps and services to be one-way communication, public comments are not solicited or desired, and the webpage, website, ~~content, app or service~~ or apps and services is to be considered a nonpublic forum.

If the Cooperative uses apps and services that do not allow the Cooperative to block or deactivate public comments ~~(e.g., Facebook, which does not allow comments to be turned off, or Twitter, which does not permit users to disable private messages or mentions/replies)~~, the Cooperative's use of those ~~content,~~ apps and services ~~will~~ shall be subject to Policy 7544 - Use of Social Media, unless the Cooperative is able to automatically withhold all public comments.

If unsolicited public comments can be automatically withheld, the Cooperative ~~will~~ shall retain the comments in accordance with its adopted record retention schedule (see AG 8310A – Public Records), but it ~~will~~ shall not review or consider those comments.

**[DRAFTING NOTE: Cooperatives are advised to adopt a new category of records that covers such "hidden public comments" on social media. Unless dictated by State law, retention periods established by the Cooperative for such unsolicited communications should be limited.]**

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Legal	P.L. 106-554, Children s Internet Protection Act
	15 U.S.C. 6501 et seq., Children s Online Privacy Protection Act 20 U.S.C. 6777, 9134
	34 C.F.R. Part 99, Family Educational Rights and Privacy Act
	47 C.F.R. 54.520, Children s Internet Protection Act
	47 U.S.C. 254, Communications Act of 1934, as amended