

POLICY 2003 COMMUNICATION

State statutes mandate that the Board "maintain and operate a complete public school system of such character as the board of education shall deem best suited to the needs of the school district." The Board considers the area of communication among Board, administration and all other personnel to be of vital importance in enabling the Board to perform this mandate (70 O.S. §5-117).

I. Community Involvement

The Board recognizes that the public schools belong to the community and that support of the schools is dependent upon full knowledge, understanding and participation of the staff and citizenry.

The District affirms as its policy to:

Keep the staff and citizens informed through appropriate means of communication on policies, programs and planning of the school system.

Solicit the advice and counsel of staff, students, parents, the professional organizations and others on basic issues through appropriate channels of feedback and advisory councils.

Cooperate with the news media as primary purveyors of public information and recognize their right to all the legal facts and their responsibilities to publish them in full and in a timely manner.

Assure that the community has access to "public records" but to uphold its obligation to safeguard staff, students, and parents from invasion of personal privacy or violation of civil rights. Thus certain information will be kept confidential as prescribed by law.

The administrative, instructional and operational staffs are charged with carrying out this policy as an integral part of their regular activities and responsibilities.

II. Open Records

The Board of Education will make available the public records of the District as defined in 51 O.S. 1996 § 24 A. 1-23. The Clerk of the Board is designated as the official custodian of all district public records. An appropriate charge will be made for the recovery and reproduction of public records of the District as authorized by law. The Superintendent shall prescribe procedures to implement the requirements of this law and achieve compliance by the District.

Material not designed specifically for dissemination to the public will be distributed at a charge reflecting the estimated cost of duplicating, handling and mailing.

III. Internet Use

Employees are to utilize District computers, networks and Internet services for school-related purposes and performance of job duties. Incidental personal use of school computers is permitted as long as such use does not interfere with the employee's job duties and performance, with system operations or other system users. "Incidental personal use", is defined as use by an individual employee for occasional personal communications. Employees are reminded that such personal use must comply with this policy and all other applicable policies, procedures, rules and regulations.

Any violation of this policy and/or other established regulations governing computer use may result in disciplinary action, up to and including termination. Illegal uses of computers may also result in referral to law enforcement authorities.

All District computers and servers remain under the control, custody and supervision of the Norman Public School District. Norman Public School District reserves the right to monitor all computer and Internet activity by employees. Employees have no expectation of privacy in their use of school computers.

The Superintendent or designee may develop additional administrative regulations governing the day-to-day management and operations of the Norman Public School District's computer system as long as they are consistent with Board Policy. The Superintendent or designee may delegate specific responsibilities to building principals and others, as he/she deems appropriate.

IV. Inter-School Mail

Inter-school mail delivery will be provided by the District for official school business. Service will not be provided to agencies and/or groups of people who are not connected with the conduct of official school business.

V. Video Resource Center

The Video Resource Center serves to support and enhance the use of video in the schools, to provide District information to patrons and personnel, and to provide a television production laboratory setting for students.

The Video Resource Center shall be available on a limited basis for use by the public in so far as it does not interfere with the primary obligation of the District as stated above.

The Video Resource Center shall not be used for projects that violate copyright limitation, that compromise community standards, or that are deemed to be contrary to the purpose and standards of the District.

The Superintendent or his/her designee shall be responsible for developing guidelines and regulations concerning the administration and use of the Video Resource Center.

VI. Website Use and Development

The Norman Public School District encourages school personnel to create and maintain World Wide Websites for educational purposes. District and individual school websites shall be used to share information about school curriculum and instruction, school-authorized activities, and other information relating to our schools and our mission. Websites shall also provide instructional resources for staff and students. Staff or student work may be published only as it relates to a class project, course, or other school-related activity. Students, staff or other individuals may not use the District's web pages to provide access to their personal pages on site servers, district servers, other servers or online services.

Materials displayed on websites are published on the Internet. Therefore, the content shall be of professional quality and consistent with the education mission of the school system. Websites shall follow standards for ethical behavior in regard to information and technology by showing respect for the principles of intellectual freedom, intellectual property rights, and the responsible use of information and technology. Pages shall reflect an understanding that both internal and external audiences will be viewing the information.

Any sites or links representing the District shall contain disclaimers to follow state and federal statutes, guidelines and responsibilities pertaining to content standards, student records, copyright and technical standards which are contained in the administrative regulations.

Any violation of this policy and/or other established regulation governing computer use may result in disciplinary action, up to and including termination. Illegal uses of computers may also result in referral to law enforcement authorities.

Due to the changing nature of technology and its applications in the District, the Board authorizes the Superintendent to develop regulations to fully administer this policy.

VII. Distribution of Materials

The District may allow the distribution of literature or the posting of notices in buildings which relate to school activities, which are informational materials, or which relate to employment opportunities, community events, or cultural activities. The District hereby creates a limited open forum in which entities may utilize District facilities for the distribution of written materials according to the procedures and criteria set forth below. The provisions of this policy do not apply to the distribution of official school publications including but not limited to, yearbooks or student newspapers, materials regarding school sponsored activities, materials produced by non-profit organizations which exist solely to support the District and its schools, including parent-teacher organizations or associations, the Norman Public School Foundation, and school booster clubs, materials produced or provided by city, county, state, or federal governmental agencies, or materials provided by licensed care providers operating on District campuses. This policy shall apply to the distribution of non-school publications and materials by students.

A. Materials to Be Distributed

Those not for profit entities which provide community-based youth-related activities shall be allowed to distribute material related to those events in the elementary schools, middle schools, and high schools of the District at any time determined appropriate by the District. Material to be distributed shall be reviewed by the Director of Elementary or Secondary Education (dependent upon grade level) to determine that it relates to a community-based youth-related activity and is appropriate for the age group to which it will be distributed.

B. The District shall not allow the distribution of materials which:

1. promote organizations, individuals, or groups who are for profit corporations or businesses;
2. depict tobacco products, alcohol products (including beer), drugs, or drug-related paraphernalia or products;
3. depict sex or sexual activity, or which are lewd, indecent, vulgar, obscene, or pornographic;
4. attack ethnic, religious, or racial groups (i.e., "hate" material);
5. promote hostility, disorder, or violence;
6. promote, endorse, or oppose any political candidate, beliefs, party, or issues;
7. violate any applicable copyright laws;
8. invade the privacy of others;
9. promote illegal activities for minors;
10. are defamatory, libelous, misleading, or false;
11. are not age-appropriate;
12. promote discrimination on the basis of race, color, national origin, disability, age, sexual orientation, religion, or

- gender;
13. are deemed to be detrimental to students and would substantially disrupt or interfere with the school's activities.

Literature and postings providing information of an event sponsored by a for-profit entity may contain the name and address of the sponsor located in the header or footer of the document. The notice should include "Sponsored by" and only the name and address of the sponsor and should not be larger than one inch in height.

C. Distribution Procedure

All materials other than school sponsored materials sought to be distributed to students shall be submitted to the Director of Elementary or Secondary Education two weeks prior to the date being sought for distribution or posting. Material which is acceptable for distribution shall be distributed in a time and manner deemed appropriate for the material and age group. The person or entity distributing the material shall be responsible for delivering the material to be distributed to the place designated by the District. Persons who deliver and/or place the material for distribution shall not communicate with any person while on school property for the purpose of soliciting, encouraging, or pressuring such person to take such materials and shall refrain from commenting about or discussing with students the material being distributed. Teachers, principals, or other school employees or agents shall not communicate with any person on school property for the purpose of soliciting, encouraging, or pressuring any person to take such materials. In addition, to making material available for distribution, persons or entities may, if deemed appropriate, post an announcement or flyer on a bulletin board designated by the principal for community-based youth-related activities. Material posted on such bulletin board may be removed after the date of any event being promoted or within a reasonable time determined by the principal.

D. Violation of Policy

Any person who violates the provisions of this policy may be prohibited from further distribution and the District may prohibit the distribution of materials sought to be distributed by any person who violates this provision. Students may be disciplined for failing to follow this policy according to District policy on discipline.

E. Disclaimer Sign Required

All materials and the distribution point, including any bulletin board designated for community-based youth-related activities shall contain the

following statement: materials approved for distribution are not sponsored or endorsed by Norman Public Schools. The disclaimer may be waived at the discretion of the Superintendent.

VIII. Political Activities Involving Students and School Employees

Because it is important for school employees and students to be well informed on political issues and affairs of city, county, state and federal government, school employees and students shall be free to engage in political activities and to campaign and run for political office in accordance with the limitations established by the Board.

IX. Record Management Programs

The Superintendent or his/her designee shall establish a records management program which will ensure that records are retained as long as required by local, state and federal agencies and as long as needed for administrative, legal and fiscal uses. The program shall also ensure that records of enduring value are retained for historical and research purposes.

The Records Retention Schedule as printed in the handbook on the records management program shall be the schedule for records retention for the District.

Web pages that contain staff or student opinion must contain a disclaimer that states "The opinions expressed on this page do not necessarily reflect those of the Norman Public School District."

Students, staff, or other individuals may not create links or publish the URL to their personal pages on other servers or online services.

Advertising for commercial purposes and/or products is prohibited.

Campaigning related to issues, individuals, and groups is prohibited.

Students are not allowed to upload web pages to the server. Pages created for teachers by students must comply with all policies, regulations and guidelines.

I. Quality

All work should be free of any spelling or grammatical errors.

Documents must not contain objectionable material, point directly to objectionable material, or violate District policy. Objectionable material may also be determined on a case-by-case basis by the teacher, building administrator/site supervisor.

II. Student Safeguards

Documents shall include only the first name of the student. An administrator may authorize the use of directory information, as defined by federal and Oklahoma law.

Documents shall not include a student's home telephone number, address, email, or the full names of other family members or friends.

Published email addresses shall be restricted to those of staff members.

Pictures of students and students' academic or creative work shall not be published without permission from the student and parent or guardian.

Student data on District websites will be protected in accordance with Federal Regulations and State Statutes regarding student confidentiality.

2. A disclaimer should be included at the bottom of the page that states, “We have made every reasonable attempt to insure that our web pages are educationally sound and do not contain links to materials that violate the District’s Student Policy on Internet and Internet Safety for the Computer Network.”

B. Usability

1. The web designer who is responsible for the web page will edit, test links and update the information on the web page.
2. Image files shall be jpeg or gif and include alt tags.
3. Pages may not contain links to other pages that are not yet completed.

IV. Responsibility

A. District Administrators/Site Supervisors

1. The District’s web server is the property of the District, and all work published thereon must adhere to District policy.
2. District administrators will audit web sites for appropriateness.
3. The District reserves the right to remove any web pages that violate District policy.

B. School Administrators

The school principal should have personal knowledge of any web site at his/her school.

The principal should regularly visit the school web site and site staff web pages to check for appropriateness and legal issues such as copyright.

C. Site Webmaster

Responsible for the content of their web pages and for any student or volunteer's material used on their web pages.

Teachers and staff must use their own original material unless they have written permission or legal license to use other materials (this includes text, graphics, images, audio and video clips).

Unless there is a clear statement that material is "public domain" and available for free use, one should assume it is copyrighted.