

Benton County Board of Education

Monitoring: Review: Annually in January	Descriptor Term: Use of Electronic Mail	Descriptor Code: 4.4062	Issued Date: 7/1/13
		Rescinds:	Issued:

1 Electronic mail capability among board members and district staff exists for the purpose of enhancing
2 communication to better perform tasks associated with their positions and assignments. Therefore, all
3 staff and board members who have access to the district network shall adhere to the following guidelines
4 when sending or receiving messages via system-wide electronic mail (e-mail):
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7 1. All computer hardware and software belong to the Benton County Board of Education which
8 includes all data (E-mail communications stored or transmitted). Employees/board members
9 have no right to privacy with regard to such data. Confidentiality of e-mail cannot be assured.
10 E-mail correspondence may be public record under the public records law and may be subject to
11 public inspection.¹
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- 13 2. Messages shall pertain to legitimate board/district business. E-mail shall not be used to
14 circumvent requirements of the Open Meetings Act.²
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- 16 3. Staff/board members will be asked to sign an application for terms and conditions for Use of the
17 Internet. Staff/board members shall not reveal their passwords to others in the network or to
18 anyone outside of it. If anyone has reason to believe that a password has been lost or stolen or
19 that e-mail has been accessed by someone without authorization, he/she shall contact the
20 Technology Coordinator immediately.
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- 22 4. It is the responsibility of the sender not to violate copyright laws.
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- 24 5. Message shall not be sent that contain material that may be defined by a reasonable person as
25 obscene or that are racist, sexist, or promote illegal or unethical activity.
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30 Any usage contrary to the above shall be reported immediately to the Director of Schools and may result
31 in the suspension and/or revocation of system access or if deemed necessary, appropriate disciplinary
32 action may be taken.
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35 Legal References:

- 36 1. TCA 10-7-512
 - 37 2. TCA 8-44-102
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Benton County Board of Education

Monitoring: Review: Annually, in November	Descriptor Term: School and System Websites	Descriptor Code: 4.407	Issued Date: 7/1/13
		Rescinds: 4.407	Issued: 03/05/10

CONTENT STANDARDS

The Board authorizes the creation of school and/or district web pages on the Internet. Only those web pages maintained in accordance with Board policy and established procedures shall be recognized as official representations of the district or individual schools. All information on a school or district web page must accurately reflect the mission, goals, policies, program, and activities of the school and district. The web page must have a purpose which falls within at least one of three categories:

1. Support of curriculum and instruction — intended to provide links to Internet resources for students, parents, and staff in the district;
2. Public information — intended to communicate information about the schools and district to students, staff, parents, community and the world at large; and
3. District technology support — intended to provide and respond to instructional and administrative technology needs of students and staff.

All material on a school website shall be either original to the school, in the public domain, or posted with the express permission of its rightful owner. This includes, but is not limited to, text, graphics, pictures, video, sounds, music, characters, logos, and trademarks. Web page publications shall follow all applicable copyright laws and guidelines.

Websites developed under contract for the school district or within the scope of employment by district employees are the property of the school district.

PRIVACY STANDARDS

1. Because Internet publications are available to the entire world, special care shall be taken to protect the privacy of students and staff. Web pages may not include personal identifying information regarding a student¹ such as: telephone numbers, addresses, names of other family members, names of friends, e-mail addresses, specific location of a student at any given time, grades or any other academic information. No confidential information shall be published on or linked to the web site.
2. Student work may be published on web pages only with written consent of the student's parent/guardian or the eligible student before each incident of publication. The authoring student shall also sign a copyright consent form.
3. Links to student e-mail accounts are prohibited.
4. Pictures of students may be included only under the following conditions:²

- 1 • Individual student pictures may be published on the web site only with written consent of the
- 2 student's parent/guardian or eligible student.
- 3 • Pictures of groups of students involved in a school-related activity may be published without
- 4 consent; however, the students shall only be identified by the group name.
- 5 • Students shall not be individually identified in pictures unless there is a special reason for doing
- 6 so, such as recognition for receiving an award. In such cases, the student's parent/guardian or
- 7 eligible student must give written consent.
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10 **ADVERTISING/SPONSORSHIPS**

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12 Any use of advertising or sponsorships that appears on a school web site must be approved by the school
13 web administrator, the principal or the director of schools/designee. Guidelines for approval shall be
14 established by the director of schools/designee and must be consistent with the board's policies and
15 guidelines used in other school and district publications.
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17 **ADMINISTRATIVE PROCEDURES**

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19 The director of schools shall develop administrative procedures for development of web pages including
20 content, quality and consistency standards and shall designate an individual(s) to be responsible for
21 maintaining the official district web page and monitoring all district web page activity. A building principal
22 shall make such designation for an individual school. Schools or departments who wish to publish a web
23 page must identify the webmaster's name, e-mail address and phone number on the web page.
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25 **CONCERNS/COMPLAINTS**

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27 As with any instructional materials or publication used by or representing the school or district, the building
28 principal or director of schools, respectively, is ultimately responsible for accuracy and appropriateness
29 of the information made available on the web site. Concern about the content of any page(s) created by
30 students or staff should be directed to the building principal or the director of schools' office when related
31 to the district web site. If the concern is not resolved, persons who wish to file a formal complaint shall
32 submit a written request for reconsideration of instructional material.
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36 Legal Reference:

- 37 1. 20 U.S.C.A. 1232 g (a)(5)(A)(B)
- 38 2. ESEA (20 U.S.C. 7908) Sect. 9528;
- 39 10 U.S.C. 503
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Cross References:

- Reconsideration of Instructional Materials 4.403
Use of Copyrighted Materials 4.404
Employee-Developed Materials 4.405

Benton County Board of Education

Monitoring: Review: Annually, in October	Descriptor Term: Children's Internet Protection Act	Descriptor Code: 4.4061	Issued Date: 7/1/13
		Rescinds:	Issued:

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TECHNOLOGY PROTECTION MEASURE

A Technology Protection Measure is a specific technology that blocks or filters Internet access. It must protect against access by adults and minors to visual depictions that are obscene, child pornography or with the respect to use of computers with Internet access harmful to minors. For schools, this policy must also include monitoring the online activities of minors. An administrator, supervisor or person authorized by the Director of Schools may disable the technology protection measure concerned to enable access for bonafide research or other lawful purposes.¹

INTERNET SAFETY POLICY

The Internet Safety Policy must address the following issues:

- a. Access by minors to inappropriate matter on the Internet and World Wide Web;
- b. The safety and security of minors when using electronic mail, chat rooms, and other forms of direct electronic communications;
- c. Unauthorized access, including so-called "hacking" and other unlawful activities by minors online;
- d. Unauthorized disclosure, use, and dissemination of personal information regarding minors; and
- e. Measures designed to restrict minors' access to materials harmful to minors.

CONTENT FILTERING

The tremendous benefits of the Internet can be overshadowed by material that does not support a K-12 learning environment. Therefore, the Benton County School System uses a filtering software package where requests for web pages are routed to regional filter servers. The servers host a database of URLs, or web addresses. The database lists the addresses by filtering categories. If the required website address matches an address on the server's list of blocked categories, the server sends a response to the requesting computer that the site is not accessible from that workstation.

BLOCKED CATEGORIES

Blocked categories include, but are not limited to:

- 1. Adult Only or material labeled by its author or publisher as being strictly for adults;
- 2. Chat sites or services that allow short messages to be sent to others immediately in real time;

- 1 3. Websites that advocate or promote recreational use of any drug or controlled substance;
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- 3 4. Gambling services or information relevant primarily to gambling;
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- 5 5. Hate/Discrimination: Advocating discrimination against others based on race, religion, gender,
- 6 nationality, or sexual orientation;
- 7
- 8 6. Illegal: Advocating, promoting, or giving advice on carrying out acts widely considered
- 9 illegal. This includes lock-picking, bomb-making, fraud, breaching computer security
- 10 (hacking), phone service theft (phreaking), pirated software archives, or evading law
- 11 enforcement;
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- 13 7. Lingerie (i.e. models in lingerie);
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- 15 8. Nudity: Bare or visible genitalia, pubic hair, buttocks, female breasts, and etc.;
- 16
- 17 9. Porn Site Material: Material intended to be sexually arousing or erotic;
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- 19 10. Profanity: Crude, vulgar or obscene language or gestures;
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- 21 11. School Cheating Info Pages: Any site that promotes plagiarism or similar cheating among
- 22 students (such as term papers, exam keys, etc.);
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- 24 12. Sex images or descriptions of sexual activity, sexual merchandise or sexual fetishism;
- 25
- 26 13. Suicide/Murder: Any site that contains information on committing murder or suicide;
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- 28 14. Tasteless/Gross: Sites that contain tasteless humor, bodily functions, graphic medical photos,
- 29 and extreme forms of body modification (cutting, branding, genital piercing); and
- 30
- 31 15. Violence: Graphic images or written descriptions of wanton violence or grave injury
- 32 (mutilation, maiming, dismemberment, etc.). This includes graphically violent games.
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34 EXCEPTION CATEGORIES

35 The Exception Categories list reflects materials that are normally blocked under another category
36 (e.g. hate/discrimination, violence, sex, etc.) Those categories are used to allow access to sites that
37 may be otherwise blocked by one of the other categories listed above.

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- 39 1. Education Material: Material under another category (such as Sex, Nudity, Violence) that
- 40 has educational value (i.e. classic literature, sex education, etc.);
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- 42 2. For Kids Sites: Sites that are designed specifically for kids;
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- 44 3. History: Material that falls under another category (such as Sex or Violence) that is non-
- 45 fictional and historically significant;
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- 47 4. Medical Material: Material under another category (such as Nudity or Tasteless/Gross) that
- 48 relates to the study or practice of medicine.

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PROHIBITED ACTIVITIES³

- Sending or displaying offensive messages or pictures
- Using obscene language
- Harassing, insulting, defaming or attacking others
- Damaging computers, computer systems or computer networks
- Hacking or attempting unauthorized access to any computer
- Violation or attempting unauthorized access to any computer
- Trespassing in another's folders, work or files
- Intentional misuse of resources
- Using another's password or other identifier (impersonation)
- Use of the network for commercial purposes
- Selling on the internet

PROFESSIONAL DEVELOPMENT

All district staff will have sufficient knowledge of cyberbullying/cyberthreats in light of position and job responsibilities, to ensure effective school response to online concerns in a manner that promotes safe online activity for children, protects children from cybercrimes, including crimes by online predators, and helps parents shield their children from material that is inappropriate for minors.²

Staff evaluation of professional development programs, workshops, and training will follow complete of such programs.

REVIEW PROCESS

District safe school and technology staff will evaluate staff training and situational reports to determine necessary professional development improvements.

The Benton County Board of Education reviews all policies annually according to Board Policy 1.3005.

Legal References:

1. NCLB (§ 2441: Internet Safety)
2. Title II, Protecting Children in the 21st Century Act, Subtitle A, Section 211
3. TCA 39-14-602