

**FRESNO COUNTY SUPERINTENDENT OF SCHOOLS
FRESNO COUNTY BOARD OF EDUCATION****Community Relations
WEB SITES**

To enhance communication with students, parents/guardians, staff, and community members, the County Superintendent and County Board encourage the development and ongoing maintenance of one or more web sites. Each web site shall be aligned with the County Superintendent's and County Board's plans for communications, support their vision and goals, and be coordinated with other communications strategies.

Web site, as used in this policy, refers to each web site that is developed and maintained by the County Superintendent or designee to provide information regarding the County Superintendent, the County Board, and affiliated organizations and programs.

Design Standards

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

The design standards shall address the accessibility of the web sites to individuals with disabilities, including compatibility with commonly used assistive technologies.

Web Site Content

The County Superintendent or designee shall develop content guidelines for web sites and assign staff to review and approve content prior to posting. These guidelines shall be consistent with law, County Superintendent and County Board policy, and County Superintendent administrative regulation.

The provisions of County Superintendent and County Board Policy No. 1325, Advertising and Promotion, shall apply to advertising on the web site.

Privacy Rights

The County Superintendent or designee shall ensure that the web site content protects the privacy rights of students, parents/guardians, County Superintendent staff, County Board members, and other individuals.

Phone numbers, home addresses, and email addresses of students or their parents/guardians shall not be published on the web site.

A student's photograph, together with his/her name, may be published on the web site except when his/her parent/guardian has notified the County Superintendent or designee in writing to not release the student's photograph without prior written consent in accordance with County Superintendent and County Board Policy No. 5125.1 -- Release of Directory Information.

Photographs of individual students or groups of students, such as at a school event, may be published on the website provided that students' names are not included.

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County Superintendent employees' home addresses, personal telephone numbers, and personal email addresses shall not be posted on the website.

No public safety official shall be required as a condition of employment to consent to the posting on the Internet of his/her photograph or identity as a public safety officer for any purpose if that officer reasonably believes that the disclosure may result in a threat, harassment, intimidation, or harm to the officer or his/her family. (Government Code 3307.5.)

The web site shall not post the home address, telephone numbers, or email addresses of any elected or appointed official including, but not limited to, the County Superintendent, County Board members, or public safety official, without the prior written permission of that individual. (Government Code 3307.5, 6254.21, 6254.24.)

Adopted: 11/18/2010

Amended: 10/18/2018

Legal ReferenceEducation 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
49061 Definitions, directory information
49073 Release of directory information
60048 Commercial brand names, contracts or logos

Business and Professions Code

22580-22582 Digital privacy
22584-22585 Student online Personal Information Protection Act
22586 Preschool and prekindergarten privacy

Government Code

3307.5 Publishing identity of public safety officers
6254.21 Publishing addresses and phone numbers of officials
6254.24 Definition of public safety official
11135 Nondiscrimination; accessibility to state web sites

Penal Code

14029.5 Prohibition against publishing personal information of person in witness protection program

United States Code, Title 17

101-122 Subject matter and scope of copyright
504 Penalties for copyright infringement

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United States Code, Title 20

1232g Federal Family Educational Rights and Privacy Act (FERPA)

United States Code, Title 29

705 Definitions; Vocational Rehabilitation Act

794 Nondiscrimination under federal grants and programs

United States Code, Title 42

12101-12213 American with Disabilities Act

Code of Federal Regulations, Title 16

312.1-312.12 Children's Online Privacy

Code of Federal Regulations, Title 34

99.1-99.67 Family Educational Rights and Privacy

104.1-104.61 Nondiscrimination on the basis of disability

Court Decisions

City of San Jose v. Superior Court (2017) 2 Cal.5th 608

Aaris v. Las Virgenes Unified School District (1998) 64 Cal.App.4th 1112

Management Resources

U.S. Department of Education Office for Civil Rights Publication

Dear Colleague Letter, May 26, 2011

Joint Dear Colleague Letter: Electronic Book Readers, June 2010

U.S. Department of Justice Publications

Accessibility of State and Local Government Websites to People with Disabilities, June 2003

World Wide Web Consortium Publications

Web Content Accessibility Guidelines, December 2008

Websites

CSBA: <http://www.csba.org>

California Department of Education, Web Accessibility Standards:

<http://www.cde.ca.gov/re/di/ws/webaccessstds.asp>

California School Public Relations Association: <http://www.calspra.org>

U.S. Department of Education, Office for Civil Rights:

<http://www2.ed.gov/about/offices/list/ocr>

U.S. Department of Justice, Americans with Disabilities Act: <http://www.ada.gov>

World Wide Web Consortium, Web Accessibility Initiative: <http://www.w3.org/wai>