

NEW

Community Relations

District And School Websites

To enhance communication with students, parents/guardians, staff, and community members, the Board encourages the Superintendent or designee to develop and maintain district and school websites. The use of district and school websites shall support the district's vision and goals and shall be coordinated with other district communications strategies.

Design Standards

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

District design standards shall require an evaluation of products, features, and content accessible to students on district and school websites to prevent access to harmful or potentially harmful material.

The district's design standards shall address the accessibility of district and school websites to individuals with disabilities, including compatibility with commonly used assistive technologies.

Website Content

Consistent with district social media guidelines, content posted on district or school websites must be free of:

- Defamatory, pornographic, proprietary, harassing, libelous or content that may be considered hostile;
- Spam or include links to other sites;
- Clearly off topic content;
- Promotion of illegal activity;
- Promotion of particular services, products, or political organizations;
- Infringement on copyrights or trademarks; and

- Any other content that is inconsistent with law or Lodi USD Board Rules or Policies (See, e.g., Board Policy Advertising and Promotion 1325).

Privacy Rights

The Superintendent or designee shall ensure that the privacy rights of students, parents/guardians, staff, Board members, and other individuals are protected on district and school websites.

Telephone numbers and home and email addresses of students and/or their parents/guardians shall not be published on district or school websites.

Photographs of individual students shall not be published on district or school websites accompanied by the student's name or other personally identifiable information without the prior written consent of the student's parent/guardian.

If students' names are not included, photographs of individual students or groups of students, such as at a school event, may be published on school or district websites.

Employees' home addresses, personal telephone numbers, and personal email addresses shall not be posted on district or school websites.

The home address or telephone number of any elected or appointed official including, but not limited to, a Board member or public safety official, shall not be posted on district or school websites without the prior written permission of that individual.

No public safety official shall be required to consent to the posting on the Internet of the public safety official's 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 the officer's family.

State	Description
Bus. and Prof. Code 22580-22582	<u>Privacy rights for California minors in the digital world</u>
Bus. and Prof. Code 22584-22585	<u>Student Online Personal Information Protection Act</u>

State	Description
Bus. and Prof. Code 22586-22587	<u>Early Learning Personal Information Protection Act</u>
Ed. Code 35182.5	<u>Contracts for advertising</u>
Ed. Code 35258	<u>Internet access to school accountability report cards</u>
Ed. Code 48852.6	<u>Information regarding homelessness</u>
Ed. Code 48907	<u>Exercise of free expression; time, place and manner rules and regulations</u>
Ed. Code 48950	<u>Speech and other communication</u>
Ed. Code 49061	<u>Definitions; directory information</u>
Ed. Code 49073	<u>Release of directory information</u>
Ed. Code 60048	<u>Commercial brand names, contracts or logos</u>
Gov. Code 11135	<u>Prohibition of discrimination</u>
Gov. Code 12950	<u>California Civil Rights Department posters</u>
Gov. Code 3307.5	<u>Publishing identity of public safety officers</u>
Gov. Code 7920.000-7930.170	<u>California Public Records Act</u>
Pen. Code 14029.5	<u>Prohibition against publishing personal information of person in witness protection program</u>
Pub. Res. Code 21082.1	<u>California Environmental Quality Act environmental review documents</u>

Federal	Description
16 CFR 312.1-312.13	<u>Children's Online Privacy Protection Act</u>
17 USC 101-122	<u>Subject matter and scope of copyright</u>
17 USC 504	<u>Penalties for copyright infringement</u>
20 USC 1232g	<u>Family Educational Rights and Privacy Act (FERPA) of 1974</u>
29 USC 705	<u>Definitions; Vocational Rehabilitation Act</u>

State	Description
29 USC 794	<u>Rehabilitation Act of 1973; Section 504</u>
34 CFR 104.1-104.61	<u>Nondiscrimination on the basis of disability</u>
34 CFR 99.1-99.67	<u>Family Educational Rights and Privacy</u>
42 USC 12101-12213	<u>Americans with Disabilities Act</u>

Management Resources	Description
CA Civil Rights Department Publication	<u>Family Care and Medical Leave and Pregnancy Disability Leave</u>
CA Civil Rights Department Publication	<u>California Law Prohibits Workplace Discrimination and Harassment</u>
CA Civil Rights Department Publication	<u>Transgender Rights in the Workplace</u>
CA Civil Rights Department Publication	<u>Your Rights and Obligations as a Pregnant Employee</u>
Court Decision	<u>Aaris v. Las Virgenes Unified School District, (1998) 64 Cal.App.4th 1112</u>
Court Decision	<u>City of San Jose v. Superior Court, (2017) 2 Cal.5th 608</u>
U.S. Department of Agriculture Publication	<u>Unpaid Meal Charges: Local Meal Charge Policies, SP 46-2016, July 2016</u>
U.S. Department of Justice Publication	<u>Accessibility of State and Local Government Websites to People with Disabilities, June 2003</u>
U.S. DOE Office for Civil Rights Publication	<u>Joint Dear Colleague Letter: Electronic Book Readers, June 29, 2010</u>
U.S. DOE, Office for Civil Rights Publication	<u>Dear Colleague Letter, May 26, 2011</u>
Website	<u>CSBA District and County Office of Education Legal Services</u>
Website	<u>Governor's Office of Planning and Research, The California Environmental Quality Act</u>

Management Resources

Description

Website	<u>California Department of Education, Web Accessibility Standards</u>
Website	<u>California School Public Relations Association</u>
Website	<u>U.S. Department of Justice, Civil Rights Division, Disability Rights Section</u>
Website	<u>World Wide Web Consortium, Web Accessibility Initiative</u>
Website	<u>CSBA</u>
Website	<u>U.S. Department of Education, Office for Civil Rights</u>
Website	<u>California Civil Rights Department</u>
World Wide Web Consortium Publication	<u>Web Content Accessibility Guidelines, December 2008</u>