

INSTRUCTION

Web-Based Resources and Other Online Educational Services

Everett Public Schools utilizes various web-based resources to provide learning opportunities to students both in and out of school. Online programs are also utilized by the district to collect and organize student achievement data in order to enhance the educational program for students. This procedure identifies the process through which student access to web-based resources and other online education services are provided, the data utilized in providing this access, the types of online resources utilized for instruction and achievement data tracking and analysis, and expectations for parent communication.

To provide certain useful educational and enrichment software, applications, and web-based resources (resources), the district may contract with an operator to provide the resources. These resources may include those adopted by the board as part of an instructional program, as well as those identified by professional staff, with approval by the building principal and curriculum department, as appropriate for supplemental instructional use.

Resources not part of a board adopted instructional program which are determined by professional staff to enhance learning and require students or faculty to create a student account, allow students to upload or post content, or allow two-way communication between students or between students and an employee, must be formally reviewed prior to use beginning with completion of the Web-based Resources Registration form (Appendix A).

In general, district instructional program web-based resources and other online educational services are selected, approved and implemented in a way that protects the confidentiality of students' personally identifiable information to ensure student privacy and avoid promotional marketing directed to students and their families. Often, in order to allow a student to use a particular resource within the instructional program, the district will have to create an account for the student. The Federal Trade Commission (FTC), the federal agency charged with enforcement of the Children's Online Privacy Protection Act (COPPA), has published guidance for COPPA in schools that allows operators to rely upon a school to provide consent on behalf of parents when the operator will only use personal information collected from students to provide the services for which the school has contracted with the operator. When professional staff request to utilize supplemental web-based resources and other online educational services, the products are reviewed to assure the COPPA standards are met.

Among COPPA obligations is a requirement that a website or online service operator that collects personal information from students under the age of thirteen (13) must obtain verifiable parental consent prior to collecting such information. In order to obtain verifiable parental consent, the operator must:

1. Post a clear and comprehensive online privacy policy describing their information practice for personal information collected online from students;
2. Provide direct notice to parents regarding the types of personal information that it collects from students; and
3. Give parents the option of consenting to the collection and use of the information.

District instructional program web-based or online services approval is part of the annual [Student Responsibilities and Rights Handbook](#). Supplemental web-based resources and other online educational services, once approved, require professional staff obtaining parental consent for student use for elementary and middle school students. (Appendix B or C)

Cross Reference: [Policy 2125](#)

Web-Based Resources and Other Online
Educational Services

Adopted: August 2016

Appendix A

Web-Based Resources Registration Form

Please use the following form if you are directing students to a website that requires any one of the following:

1. Requires creation of a student account; or
2. Allows students to upload or post content that is graded or otherwise assessed by a teacher; or
3. Allows two-way communication between students or between students and an employee.

Your name: _____

Address of website: _____

Website administrative account username: _____

Website administrative account password: _____

List the information students will have to provide during account creation, e.g. first and last name, student ID number, etc.

- _____
- _____
- _____
- _____

List what classes this website will be used in: _____

- I have read and agree with Policy and Procedure 2125, Web-based Curricular Materials, Classroom Websites and Achievement Tracking Products
- I have developed a lesson to teach my students the appropriate use of this website.

The registration of a website with accompanying administrative account information is in accordance with district Policy and Procedure 6550, Data Security and Privacy.

This form must be submitted annually and updated if additional classes are directed to access the website.

The administrative account information provided in this form will remain confidential. It will only be accessed should a situation necessitate accessing the website.

Only the following information may be elicited from a student as a condition of creating an account with the website: student name, date of birth, last four digits of phone number, gender, zip code, school name, grade level, and local student ID number.

Principal Approval

This material has been: approved disapproved because: _____

Principal signature: _____ Date: _____

Learning Management Services (LMS) Approval

This material has been: approved disapproved because: _____

LMS Director/Designee signature: _____ Date: _____

Appendix B
(Parent Notification of Additional Non-District Website or Application)

Date _____

Dear Parent/Guardian:

I am your child's _____ teacher, and I am writing to inform you that this year I will be using a non-district website or application located at _____ in my instruction. At the start of the school year you received notice of the online service providers whose products are used at our school and their contact information, including the providers' website addresses.

While not included on that list, this website or application has been approved by the school principal and the Learning Management Services (LMS) director/designee in compliance with Procedure 6550P, Data Security and Privacy.

To access the website or application, students will / will not need to create an account that will require some student-specific data be provided. Pursuant to Procedure 6550P, only the following information may be utilized in creation of an account: student name, last four digits of phone number, gender, zip code, school name, grade level, and local student ID number.

You may opt your child out of use of this web-based application by completing the information below. In the event that you opt your child out of use of this web-based application, necessary accommodations will be made to ensure that your student's education is not adversely affected.

Sincerely,

Teacher name _____

c: Principal

THIS PORTION TO BE COMPLETED BY THE PARENT/GUARDIAN

ALLOW my student _____ to have access to the web-based
Print student name
application(s) referenced above.

DO NOT allow my student _____ to have access to the web-based
Print student name
application(s) referenced above.

Parent: _____ Signature: _____ Date: _____
Print name

Adopted: August 2016

**Appendix C
(Parent Notification of Teacher-Created Website)**

Date _____

Dear Parent/Guardian:

I am your child's _____ teacher, and I am writing to inform you that this year I will be using a website located at _____ in my instruction. This teacher-created website will provide students with the ability to access instructional activities posted to the site, communicate with other students and me through the site, and/or post work for me to assess.

Although this website will not be hosted by Everett Public Schools, it will comply in all respects with Policy 6550, Data Security and Privacy. I will be responsible for maintaining the content of the website, and the website has been registered with the Learning Management Systems director or designee pursuant to Procedure 6550P.

To access the website, students will / will not need to create an account that will require some student-specific data be provided. Pursuant to Procedure 6550P, only the following information may be utilized in creation of an account: student name, last four digits of phone number, gender, zip code, school name, grade level, and local student ID number.

I encourage you to take an active part in reviewing the content of this website as a way to keep current in your child's classroom activities. If you have any questions about this initiative, please contact me. If you do not want your student participating in this initiative, please complete the opt out section below and return to me.

If your child does not have access to the internet, or if you have questions regarding the district's policy in relation to teacher web pages/sites, please contact [principal].

Sincerely,

Teacher name _____
c: Principal

THIS PORTION TO BE COMPLETED BY THE PARENT/GUARDIAN ONLY IF OPTING OUT

DO NOT allow my student _____ to have access to the web-based
Print student name
application(s) referenced above.

Parent: _____ Signature: _____ Date: _____
Print name

Adopted: August 2016