EDU2011 E-Rate Deployed Ubiquitously Pilot Program
WC Docket No. 10-222
17 December 2010

Background:

McKinney Independent School District continues to be one of the fastest-growing public school systems in Texas and the city itself leads the nation[1]. The District serves nearly 24,400 students from early childhood through grade 12, and consists of 33 campuses: an early childhood center, 20 elementary schools, 5 middle schools, 3 high schools, and 4 alternative school sites. Most recently the 20th elementary school opened this past fall and future sites for expansion are under consideration to keep pace with demanding student growth.

McKinney Independent School District is located some 25 miles north of Dallas, Texas, in Collin County. It includes a major portion of the City of McKinney as well as parts of four adjacent cities. The district's composition is predominately white (56%) though Hispanic and African American student groups are also well represented (25% and 12%, respectively). Over 28% of students qualify for free or reduced lunch and the district currently operates eight (8) Title I Part A schoolwide campuses within the organization, including J.B. Webb Elementary School. Webb Elementary serves 382 students across grades Kindergarten through 5. The school is majority Hispanic (64%) and 7 out of 10 students come from poverty. For non-native English speakers, Bilingual and ESL services are provided to these students which account for over a third of the student population. Despite this diversity the school consistently ranks high among peer groups and outperforms top comparables. In 2010 the state education agency awarded the school the rating of "Recognized" under state accountability procedures, the second highest distinction for campuses.

District: McKinney Independent School District
#1 Duvall St.
McKinney, Texas 75069

Billed Entity Number (BEN): 140471

Campus: J.W. Webb Elementary
810 E. Louisiana Street
McKinney, Texas 75069

BEN (Billed Entity Number): 85698

Webb Elementary Poverty Level: 71.3% per NSLP Program (See Appendix A – PEIMS PRF5C019)

[1]Source: U.S. Census Bureau (June 2010). *Estimates of Resident Population Change for Incorporated Places over 100,000, Ranked by Percent Change: July 1, 2008 to July 1, 2009 (SUB-EST2009-03)*. Retrieved July 14, 2010, from http://www.census.gov/popest/cities/SUB-EST2009.html.

Overview: Webb Elementary School is piloting a Netbook project for all 2010-11 4th grade students. The pilot began in August of 2010 with teachers receiving the computers along with training. The students began using the computers also in August and, after parent meetings and training with the students and parents, allowed to take the units home with them after school and on weekends.

The pilot includes sixty-five (65) students and four (4) teachers. Equipment used includes the HP Mini 5102 with built in wireless broadband access chip. The broadband service is provided by AT&T Mobility. All costs were defrayed by the school district.

Students are using the devices and associated wireless access throughout the school day as well as outside of school in the evenings and weekends. While at school, the students access network resources with the built in WiFi capability accessing the campus wireless network. When the students utilize the device from home, they access network resources, including the Internet, using the built in mobile broadband service. We monitor monthly utilization of the students' home access via the bills provided by AT&T Mobility.

Capabilities include the following:

- Wireless Internet Access (Filtered)
- Office Package (Word Processor, Spreadsheet, Presentation Package)
- Graphic Organizer
- E-Mail (Gaggle – Internet based)
- Teacher Websites (MISD network resource)
- Curriculum software as follows:
    - Brainpop (Science – Internet based)
    - IXL (Math – Internet based)
    - Smart Notebook
    - Thinking Maps Software
    - Safari Montage (Curriculum supported videos – MISD network resource)
    - Learning.com (K-5 Technology TEKS – Internet based)
    - Envision (Internet based)
    - Rosetta Stone (Language Acquisition – Internet based)

Allowing student access to these programs at home will enhance the instructional program of our school by virtually extending the school day. Students will have access to information and learning tools at home which will allow more project based learning that can be supported at home. These programs will also give parents another opportunity to support learning at home.

Internet access, from school and home, will be filtered as required by the Children's Internet Protection Act (CIPA). Within a district facility, internet filtering is accomplished via our Deep

Nines Internet Filtering Appliance. For internet access outside of district facilities, such as from home, the cellular data access is routed back to our network using a solution provided by Deep Nines called the iTrust Agent, thereby continuing to provided filtered internet access.

Acceptable use guidelines for this project, as well as all technology utilized in MISD, is governed by the Electronic Communications and Data Management Board Policy, Acceptable Use Policy (AUP) for Employees (Appendix D), and the Acceptable Use Policy (AUP) for Students (Appendix C).

Projected Outcomes:

- Students will be expected to create a digital archive of their learning across curriculum areas, including fine arts and physical education during the 4th grade school year. This project will involve the use of multiple technology tools and applications. It will be directed with appropriate instruction by the teachers with components of student choice and creativity. Our expectation is 100% participation.
- Show an increase in parental involvement in curriculum and communication as measured by attendance at a learning fair hosted by the 4th grade students. Our goal is 80% attendance at the learning fair.
- Conduct a September and May parent attitude survey with an increased percentage of parents reporting increased opportunities for home involvement during the May survey as compared to the September survey.
- Conduct a September and May student attitude survey with an increased percentage of students reporting increased opportunities for home involvement and access to information outside the school day during the May survey as compared to the September survey.
- Conduct a September and May teacher attitude survey measuring the level of anxiety about the use of the Netbooks for learning, increased integration of technology TEKS in lesson plans, opportunities for student learning outside the classroom environment, more frequent and authentic use of the teacher websites for learning and general student attitude towards technology.
- Students will be given a minimum of 5 opportunities during the school year to post assignments/projects completed outside of the school day to the teacher website drop-box. Our expectation is 100% participation in all 5 required opportunities.
- Show an increased use of teacher websites as measured and evaluated by school administrators. Administrators will review websites three times each 9-week grading period to check for updated information and opportunities for student interaction. Our expectation is 100% compliance.
- Show an increase in participation as measured by daily attendance. Comparisons will be shown with the current 3rd grade cohort over the prior two years.
- Show a decrease in discipline issues. This will be measured as a year over year cohort (prior two years and current) with current 3rd grade students.

Indirect Outcomes:

While it will be difficult to isolate the Netbook project as the variable that directly impacts student learning, we feel confident that we will see increased student engagement in learning both during the school day and at home. We also anticipate that this increased student engagement will correlate to increases in student achievement as measured by standardized assessments given by MISD. As a result, we will analyze the correlation of the Netbook project and student assessment results with the understanding that determining clear cause and effect relationships between the variables may not be viable due to the number of variables associated with student learning. The following indirect outcomes will be analyzed:

- Demonstrate a higher average growth rate on MAP in Reading, Math and Science as compared to this same cohort of students and their MAP performance in the previous school year.
- Show an increased Commended Performance rate in all TAKS tested content areas as compared to the past 2 years of 4th grade TAKS data. While the student population will not be a constant, our goal is to enhance the instructional program and student access to information which will increase test scores.

Training

Webb Elementary 4th grade teachers and parents participating in the Netbook pilot were involved in multiple trainings to enhance student learning and success using this 21st century tool.

During the summer, the 4th grade team met together and with me to train on using the netbooks in the classroom. Our first meeting was spent on the logistics of the computers themselves and working together to ensure the correct software was loaded and how to use the new Gaggle email system for students. The Gaggle training included accessing email, creating and editing blogs and message boards as well as utilizing the digital locker for saving documents and creating Zoho documents from within Gaggle. The campus LMS (Library Media Specialist) was also involved in the trainer of trainers model for Gaggle to ensure a smooth transition into a student/teacher safe email environment. The LMS also worked with the pilot teachers on utilizing the laptops by discussing filtering, Internet safety and lead the team in strategies for classroom management. The pilot team meets periodically to discuss new Internet tools and approaches to integrating the laptops into the learning day and beyond.

Parents were given their initial training on the night the laptops were given to students. The first training was led by the pilot team and the LMS. Parents were given a tutorial on the logistics of the computers, how to turn them on, how to log in how to access the Internet from home etc. The training was delivered in both English and Spanish with accompanying handouts in both languages. The second training was required for all parents having students who would

be taking a laptop home. This tutorial session covered Internet Safety and cyberbullying, as well how the filter would work when students were utilizing the Internet from home. The final training covered student resources for learning. It included Gaggle mail, math textbook software, Learning.com, Mind Map software and quality sites being utilized in the classroom for learning in the content areas and specific topics. The Webb library site was also included as a resource for parents interested in searching for library books with their students online.

Program Outcomes and Achievement of Program Objectives (To Date):

We started this project at the beginning of the current 2010-2011 school year. We wanted an opportunity to implement this project to determine if having personal netbooks with internet access would have a positive impact in a variety of areas.

A summary of the utilization (listed by Megabytes used) is provided in Appendix B. From this data, we have determined that the average access per month per student is approximately 843 MB for the September 20 – October 20 timeframe. For the October 20 – November 19 timeframe, average usage was an astonishing 1.022 GB per student.

From a technical perspective, we have seen no problems in terms of network access, either at school or from home. The campus has a relatively robust 802.11 b/g infrastructure, and the AT&T coverage has been more than sufficient to meet the needs of the students for home access. We anticipated potential hardware issues by loading a copy of the desktop image in a separate partition of the computers' hard drive. When a teacher or desktop technician cannot easily resolve a computer image, the students' personal data is backed up and a new image copied over from the partition. This has kept downtime to a minimum.

Outcomes Thus Far:

- We have seen a 50% decrease in discipline issues with this group of students.
- We have seen an increase in parental involvement. We had 27 % of the parents come to our curriculum night for this group of students last year. This year we had about 92% of students were represented by at least one parent at our curriculum night. It was a full house. (This is when we discussed the netbook project and how it was going to work as an instructional tool, as well as a tool for the students at home)
- There has been an increase of student usage of computers in the home. Of the students in 4th grade, only 34% said they had access to a computer. Only 20 % had internet access. Now, 100% of students have both computer access and internet access.
- The teachers report a decrease in the number of students who do not turn in homework.
- Teachers also noted that the overall computer competency of the students has increased dramatically. They report that they are spending less time in assisting students with tasks such as:

- Starting the computer
- Logging on to the computer
- Saving items to a flash drive
- Using Word, Publisher, PowerPoint and Movie Maker
- Importing videos
- Navigating the web
- Cutting and pasting important information
- Typing
- Email
- Blogs, wikis and glogsters

Compared to the students who are currently in fifth grade and have had an additional year of instruction, the 4th grades students are much more computer "literate." The majority of current 5th grade students struggle with:

- Saving items to a flash drive
- Using Word, Publisher, PowerPoint and Movie Maker
- Importing videos
- Navigating the web
- Cutting and pasting important information
- Typing
- Email
- Blogs, wikis and glogsters

- Based on direct observations, this project has increased the level of engagement of the students as a whole. It has also created an excitement for learning, and has opened doors for many of our students to learn about things they have not had access to in the past
- A higher level of responsibility has also been observed. Students have been responsible for transporting their netbook to and from home each and every day.

Financials: For the 2009-10 school year, Webb Elementary had 65 rising 4th grade students. Additionally, similarly equipped devices were provided to the 4th Grade Teachers and the Library Media Specialist..The estimated cost for the wireless cards is approximately $ 38,246.28. There was also a cost to acquire the Netbooks for the project, which totaled $ 36,494. In total, the district will expend $ 75,040 for the project during the 2010-11 program year.

For the 2011-12 school year, we are hoping to extend the program to include 5th grade students at Webb Elementary. This will allow us to look at two years of achievement numbers as well as grow the program. There are approximately 71 rising 3rd Grade Students and four 5th Grade Teachers. We would need to acquire Netbooks for the rising 3rd Grade Students as well as provide wireless access for both the rising 3rd Grade Students and rising 4th Grade Students. The total anticipated cost for 2011-12 is summarized in the table on the following page:

Description	Fund Source	Quantity	Cost per Unit	One-Time Costs	Recurring Costs
Netbooks (4th Grade)	MISD	75	$ 514.009	$ 38,556.00	
Monthly Data Plan (4th Grade)	MISD & EDU2011	75	$ 44.89 per month		$ 40,401.00
Monthly Data Plan (5th Grade)	MISD & EDU2011	71	$ 44.89 per month		$ 38,246.28
Training (provided by district staff)	MISD		$ 0		
Software (included as part of the district license for each product)	MISD		$ 0		
Maintenance (provided by district technical staff)	MISD		$ 0		
Total				$ 38,556.00	$ 78,647.28

Note: Software is included in the form of existing district licenses. This program allows the students to access these existing resources from home.

The district has sufficient funds on hand to fund the equipment, software, training, and maintenance for the program. Training and maintenance are basically zero cost items as these services are provided by district staff.

During the project planning phase, a number of options were reviewed in order to find the most cost effective solution to providing off campus wireless data services. The options reviewed included the following:

- Review of wireless providers in the area, including costs and coverage. We looked at AT&T Mobility, Verizon Wireless, and Time Warner Clearwire 4G. We found that AT&T provided the best coverage in the area of Webb Elementary with minimal additional costs. The AT&T solution costs $ 44.89 per month; the Verizon Wireless solution was approximately $ 5 per month cheaper, however, the coverage provided by Verizon Wireless in the area around the campus was determined to be inadequate for the purposes of the program.
- Analyzed the option of implementing a private WiFi solution within the City and specifically the area around Webb Elementary. We found such a solution to be cost prohibitive as well as difficult for an entity such as a school district to maintain. Partnership opportunities with the City of McKinney were also explored, again concluding that a private implementation would be cost prohibitive. Estimated costs

ranged from $ 1.5 - $ 2.5 million per square mile, not including any associated maintenance requirements.

- Analyzed the option of providing a wired solution such as DSL, Cablemodem, etc. This solution was viewed as impractical for a number of reasons, chief among them the fact that paying for such a home based service would be viewed as a gift of public funds, which is prohibited.

While we are seeing great deal of promise in the program to date, future funding for the program, both in its current form and the ability to expand to other grade levels and /or campuses, is in doubt. The State of Texas is facing a projected $ 15 - $ 23 billion dollar deficit form the coming biennium (2011 – 2013). Funding for schools in general, and this project specifically, is at risk. The district has funds (in the form of bond dollars) to provide the equipment and software, including any associated maintenance. Funding the wireless service for home utilization is greatly at risk. Without help from programs such as EDU2011 as well as wireless providers willing to decrease the monthly costs associated with wireless data services, promising programs such as ours will be at risk, and leave many students continuing to be part of the digital divide. Programs such as EDU2011 will allow us to extend the reach of this project to our remaining low socioeconomic campuses.

Summary

In summary, this project is well aligned to the objectives of the FCC and the Ubiquitous Access Project. The following successes have been realized in the short amount of time the project has been in place:

- Demonstrated student utilization of digital resources beyond the school day. We demonstrate this from the usage reports provided in the monthly AT&T billing statements, with a summary provided in Appendix B.
- Demonstrated increase in technology literacy and digital skills as measured by completion of assigned tasks.
- Demonstrated decrease in classroom discipline referrals as measured by an administrative review of discipline referrals, both year to date and year over year.
- Demonstrated increase in parental involvement as measured by attendance at school functions.
- Demonstrated improvement in student engagement, as measured by discussions with teachers at regular week staff meetings as well as periodic program meetings.

We are requesting grant funds in the sum of $ 78,647.28, minus the district's percentage of responsibility to be determined during E-Rate Year 2011 funding cycle.

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Tuesday 12/07/2010 10:55AM
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Economically Disadvantaged Students by Sex and Ethnicity

2010 - 2011 Fall Collection

Filename: F2011043907
District: 043907 - MCKINNEY ISD
Campus: 043907104 - WEBB EL

District Summary

	Hispanic/ Latino		American Indian Or Alaska Native		Asian		Black or African American		Hawaiian or Other Pacific Islander		White		Two or More Races	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Totals	117	100	1	0	0	0	8	10	0	0	17	14	2	3
Percent	43.0	36.8	0.4	0.0	0.00	0.00	2.94	3.68	0.00	0.00	6.25	5.15	0.74	1.10

Totals

	Regular	SpecEd	%
Totals	248	24	100.0

	Total	%
Total Enrollment	382	100.0
Not economically disadvantaged	110	28.8
Eligible for free meals	242	63.4
Eligible for reduced-price meals	30	7.9
Other Economic Disadvantage	0	0.0

Note: Detail may not add to 100% due to rounding

Appendix B: Wireless Card Utilization from Home (9/20/10 – 11/20/10)

Wireless #	9/10 MB Used	10/10 MB Used	Wireless #	9/10 MB Used	10/10 MB Used
214.799.2236	241	234	214.799.2315	432	193
214.799.2237	51	16	214.799.2317	966	881
214.799.2239	242	0	214.799.2318	321	153
214.799.2240	1017	1349	214.799.2320	833	2550
214.799.2246	13	20	214.799.2321	120	43
214.799.2250	2343	4565	214.799.2322	1692	2349
214.799.2254	2767	289	214.799.2323	505	1508
214.799.2256	588	1126	214.799.2324	47	38
214.799.2257	704	1653	214.799.2325	285	324
214.799.2258	3589	3894	214.799.2327	151	391
214.799.2259	621	386	214.799.2330	79	39
214.799.2263	1008	407	214.799.2331	1370	788
214.799.2264	22	155	214.799.2332	0	0
214.799.2266	282	320	214.799.2333	148	83
214.799.2267	37	0	214.799.2334	114	53
214.799.2269	583	2094	214.799.2335	7	76
214.799.2271	28	253	214.799.2336	471	101
214.799.2273	1546	0	214.799.2338	38	171
214.799.2282	27	480	214.799.2339	166	40
214.799.2283	17949	13807	214.799.2340	696	724
214.799.2284	130	57	214.799.2342	263	483
214.799.2285	224	106	214.799.2344	179	82
214.799.2286	31	0	214.799.2345	1011	1954
214.799.2287	1255	665	214.799.2348	1697	2439
214.799.2288	110	79	214.799.2350	3696	5990
214.799.2289	1968	1427	214.799.2352	564	775
214.799.2291	833	2456	214.799.2353	262	111
214.799.2298	952	4013	214.799.2355	26	91
214.799.2299	0	0	214.799.2356	795	1020
214.799.2300	769	1026	214.799.2357	0	0
214.799.2301	321	359	214.799.2363	220	685
214.799.2302	1084	3986	214.799.2366	234	204
214.799.2303	188	150	214.799.2372	7	0
214.799.2305	2172	4161	214.799.2373	1294	1578
214.799.2306	167	494	214.799.2385	913	193
214.799.2307	634	549	214.799.2386	46	66
214.799.2308	1914	3570	214.799.2397	5	114
214.799.2311	971	692	214.799.5045	41	0
214.799.2313	328	658	214.799.6657	13	0

Appendix C: Student Acceptable Use Policy (AUP)

MCKINNEY ISD
TECHNOLOGY RESOURCES

STUDENT ACCEPTABLE USE POLICY

Technology resources, including Internet access, will be used to promote innovation and educational excellence consistent with the Texas Essential Knowledge and Skills and the goals of McKinney Independent School District ("McKinney ISD" or "District"). The District has deployed a wide-area network that will provide students with access to a multitude of instructional resources. This also places ethical responsibilities on all technology users, including students.

Students are responsible for appropriate behavior on District computer networks just as they are in a District classroom or hallway. Proper behavior, as it relates to the use of computers, is no different than proper behavior in all other aspects of McKinney ISD activities. Communications on the network are often public in nature. General school rules and standards of student conduct as stated in the existing Student Code of Conduct, Board Policies, and this Technology Resources Student Acceptable Use Policy ("Student AUP") apply to all System activity. This policy is intended to clarify those expectations as they apply to computer and network usage and is consistent with Board Policy CQ (Local).

McKinney ISD believes that the access to information resources and opportunities for collaboration, when used in a responsible manner, will provide educational benefit for students and staff.

AVAILABILITY OF ACCESS

Access to the District's electronic communication and data management systems, including without limit, its telephone system, computer networks, electronic mail systems, videoconferencing systems, and its Internet and intranet access capabilities (referred to throughout as the "System"), shall be made available to students for identified educational purposes only.

Access to the System is a privilege, not a right. All users shall be required to acknowledge receipt and understanding of all administrative regulations governing use of the system and shall agree in writing to comply with such regulations and guidelines. Noncompliance with applicable regulations may result in suspension or termination of privileges and other disciplinary action consistent with Board Policies. Violations of law may result in prosecution as well as disciplinary action by the District.

System users may not gain unauthorized access to resources or information. Attempts to read, delete, copy, or modify the electronic mail of other System users, interference with the ability of other System users to send/receive electronic mail, or the use of another person's user ID and/or password is prohibited. Users must closely monitor their System passwords. Users should protect their password(s) to help ensure the security and integrity of the System. In order to maintain the integrity of the System, users should not disclose their passwords to any other person. No user should attempt to gain access to another user's electronic mailbox, telephone voicemail box, computer files, or Internet account.

Unauthorized access or attempts to access the System are strictly prohibited and will result in appropriate disciplinary action.

The loading of software to the System, including but not limited to, District managed hardware is considered a violation of the Student AUP.

Any attempt to harm or destroy the System, District equipment or data, the data of another user of the District's System, or the data of any of the agencies or other networks that are connected to the Internet, are prohibited. Violating the integrity of the District's System and/or data files or manipulating the District's System and/or data files without proper authorization is prohibited. Attempts to degrade or disrupt system performance are violations of Board Policy, the Student Code of Conduct, and the Student AUP and may constitute unlawful activity under applicable State and Federal laws. Such prohibited activity includes, but is not limited to, the uploading or creating of computer viruses and "hacking" into the data or system of another user of the District's System, or any of the agencies or other networks that are connected to the Internet.

System users may not redistribute copyrighted programs or data except with the written permission of the copyright holder or designee, unless permitted by the doctrine of fair use.

The District reserves the right to use the District's System for purposes it sees fit and reserves the right to monitor all activity on the System, including individual student user accounts.

DISCLAIMER OF LIABILITY

The District shall not be liable for a student's inappropriate use of electronic communications resources or violations of copyright restrictions or other laws, a student's mistakes or negligence, and for any costs incurred by a student through use of the System. The District shall not be responsible for ensuring the accuracy, age appropriateness, or usability of any information found on the Internet. No warranties of any kind are offered either expressed or implied.

STUDENT STANDARDS OF CONDUCT

All students are required to abide by the Student Code of Conduct, District Policy, State and Federal laws, and the Student AUP when communicating with others. This communication includes, without limit, communication with District employees or other students of the District, regardless of whether such communication occurs through use of the System. Additionally, students are responsible for following the Student Code of Conduct, District Policy, State and Federal laws, and the Student AUP when accessing the Internet through use of the System, while on campus, and while at school sponsored events. These same rules apply when using District sponsored websites, blogs, and Eduphoria. Furthermore, use of the District's System resources to access external, non-District approved blogs, micro-blogs, chat rooms, messaging services, or social networking sites without first obtaining written permission from the designated campus administrator, is strictly prohibited. Social networking sites include, but are not limited to, MySpace, Facebook, LinkedIn, Twitter, Flickr, and dating or match-making websites.

Students are required to follow the Student Code of Conduct and Board Policy regarding the use and possession of personal telecommunications devices on school property and at school sponsored functions. [*See* Board Policy FNCE (local)].

VIOLATIONS/SANCTIONS

Non-compliance with the Student AUP and/or District Policy may result in suspension of access, termination of privileges, and/or other disciplinary action consistent with Board Policies and State or Federal law. [*See* Board Policies FO series]. Additional disciplinary action may be determined at the building level in accordance with the Student Code of Conduct. Violations of law may result in referral to law enforcement as well as disciplinary action by the District. Persons whose violations of the Student AUP result in system disruption or damage may be responsible for reimbursement of costs incurred in system restoration.

MONITORED USE

Electronic mail transmissions and other use of the System by students are not private and may be monitored, reviewed, audited, intercepted, accessed, or disclosed at any time by designated District staff to ensure appropriate use.

One level of security McKinney ISD has implemented is the installation of an Internet filtering service. Students may not disable, or attempt to disable, any Internet filtering service. In addition, all students will receive classroom instruction regarding appropriate technology use and acceptable Internet behavior, including a review of the Student AUP. System users and parents of students with access to the System should be aware that use of the System may provide access to other electronic communications systems in the global electronic network that may contain inaccurate and/or objectionable material. McKinney ISD makes every effort to limit access to objectionable material; however, controlling all such materials on the Network/Internet is impossible, even with filtering in place. A student who gains access to such material is expected to discontinue the access as quickly as possible and to immediately report the incident to the supervising teacher or staff. Ultimately, however, it is the user's responsibility to appropriately use technology resources. Should a user be found in violation of the Student AUP, the incident will be regarded as a violation of with school rules and the Student Code of Conduct, resulting in disciplinary measures.

ACCEPTABLE USE

The District's System will only be used for learning, teaching, and administrative purposes consistent with the District's mission and goals. Commercial use of or solicitation using the District's System is strictly prohibited. The System may not be used for illegal purposes, in support of illegal activities, or for any other activity prohibited by District Policy or guidelines. Students will be provided information regarding appropriate online behavior, appropriate interaction with others on social networking sites and chat rooms, and cyber-bullying awareness and response in accordance with Board Policy CQ(LOCAL).

1. Responsibility:

- Student access to telecommunications and networked information resources shall follow guidelines developed for the selection of appropriate instructional materials contained in Board Policy EFA (Local)
- Since access could extend beyond evaluated or previewed resources, students and parents must be informed that inappropriate materials could be encountered during students' research required to achieve valid instructional objectives. If such inappropriate material is inadvertently encountered, it shall be disengaged from immediately.
- Users may not purposefully access materials or send or post messages, that are offensive, abusive, obscene, profane, pornographic, sexually oriented, threatening, harassing, damaging to another's reputation, racially offensive, or illegal. Students are expected to use appropriate language and refrain from swearing, using vulgarity, and/or ethnic or racial slurs.
- During school, teachers will help guide students toward appropriate materials. Outside of school, families bear responsibility for such guidance as they exercise with other information sources such as television, telephones, movies, radio and other potentially offensive media.
- While using the Internet on district computers, you may not give out your first name, last name, your picture, your parents' names, your telephone number, your address, or your Social Security number.
- Students should never use District equipment to make appointments to meet people whom they met on-line and should report to a teacher or administrator if they receive any request for such a meeting.

2. Privacy:

- Network storage areas may be treated like school lockers. Designated District staff may review files and communications to maintain system integrity and insure that users are using the system responsibly. Users should not expect that files stored on District servers will always be private.
- Any attempt to harm or destroy District equipment or data or the data of another user of the District's System, or any of the agencies or other networks that are connected to the Internet is prohibited. Violating the integrity of the District's data systems or manipulating the District's data files without proper authorization is prohibited. Attempts to degrade or disrupt system performance are violations of Board Policy and administrative regulations and may constitute unlawful activity under applicable state and federal laws. Such prohibited activity includes, but is not limited to, the uploading or creating of computer viruses and "hacking" into the data or system of another user of the District's System, or any of the agencies or other networks that are connected to the Internet.

Appendix D: Employee Acceptable Use Policy (AUP)

MCKINNEY ISD
TECHNOLOGY RESOURCES
EMPLOYEE ACCEPTABLE USE POLICY

Technology resources, including Internet access, will be used to promote innovation and educational excellence consistent with the Texas Essential Knowledge and Skills and the goals of the McKinney Independent School District ("McKinney ISD" or "District"). McKinney ISD believes that the access to information resources and opportunities for collaboration, when used in a responsible manner, will provide educational benefit for students and employees. The District has deployed a wide-area network that will allow staff and students to communicate with each other and will provide the staff and students with access to a multitude of instructional and administrative resources. This also places ethical responsibilities on all technology users.

Employees are responsible for appropriate behavior on District computer networks just as they are in a District classroom or hallway. Proper behavior, as it relates to the use of computers, is no different than proper behavior in all other aspects of McKinney ISD activities. Communications on the network are often public in nature. General school rules for employee conduct apply to all System activity [*see* Board Policy DH series and this Technology Resources Employee Acceptable Use Policy ("Employee AUP")]. This policy is intended to clarify those expectations as they apply to computer and network usage and is consistent with Board Policy CQ (Local).

AVAILABILITY OF ACCESS

Access to the District's electronic communication and data management systems, including without limit, its telephone system, computer networks, electronic mail systems, videoconferencing systems, and its Internet and intranet access capabilities (referred throughout as the "System"), shall be made available to employees primarily for educational and administrative purposes.

Access to the System is a privilege, not a right. All users shall be required to acknowledge receipt and understanding of all administrative regulations governing use of the System and shall agree in writing to comply with such regulations and guidelines.

The District reserves the right to use the System for purposes as it sees fit and reserves the right to monitor all activity on the System, including individual user accounts.

ACCEPTABLE USE

The District's System will only be used for learning, teaching, and administrative purposes consistent with the District's mission and goals. Commercial use of the District's System is strictly prohibited. The System may not be used for illegal purposes, in support of illegal activities, or for any other activity prohibited by District Policy or guidelines.

System users will immediately notify a campus administrator or the System administrator if a potential security problem is suspected or exists.

The District expects that all users will transmit information only in an appropriate and responsible manner. Any display or transmission of sexually explicit images, messages, or cartoons, or any use of the System that contains vulgarity, swearing, ethnic or racial slurs or epithets, or any material that might be construed as harassing or disparaging of others on the grounds of race, national origin, sex, age, religion, or disability violates the Employee AUP and is strictly prohibited.

System users should be mindful that use of school-related electronic mail addresses might result in some recipients or other readers of that mail to assume the System user represents the District or school, whether or not that was the user's intention.

System users may not waste District resources. Attachments to e-mail messages should include only data files. Attaching program files (typically labeled ".exe") to an e-mail message may cause network congestion. "Spamming" and sending and/or forwarding unsolicited e-mails are prohibited. System Users may not use District electronic mail to promote activities or events for individuals or organizations not directly affiliated with, or sanctioned by, McKinney ISD. Commercial use of the District's System, including electronic mail, is prohibited. Users should be sure that all e-mail messages that are being sent are addressed only to the intended recipients. Users should avoid the use of "Reply to All" when responding to email messages.

System users may not gain unauthorized access to System and/or District resources or information. Unauthorized access or attempts to access the System are strictly prohibited and will result in appropriate disciplinary action.

The loading of software to the System, including but not limited to, District managed hardware is considered a violation of the Employee AUP. Only District personnel, from the Technology Services Group, are authorized to load software on the District's System.

The District retains all rights and ownership to all equipment related to the District's technology incentive program. The System user is responsible for following the policy and guidelines established in the Employee AUP at all times when using District owned equipment. The District retains all rights and ownership to all programs, data, materials, and electronic works created by District employees on, or using, the District System. Users of the System shall not send (upload) or receive (download) copyrighted materials, trade secrets, proprietary information, software programs, or similar materials except as authorized by the System administrator or designee. [*See* EFE (local) Instructional Resources: Copyrighted Material]. System users may not redistribute copyrighted programs or data except with the written permission of the copyright holder or designee, unless permitted by the doctrine of fair use.

Any attempt to harm or destroy the System, District equipment or data, the data of another user of the District's System, or the data of any of the agencies or other networks that are connected to the Internet, are prohibited. Violating the integrity of the District's System and/or data files or manipulating the District's System and/or data files without proper authorization is prohibited. Attempts to degrade or disrupt system performance are violations of Board Policy, administrative regulations, and the Employee AUP and may constitute unlawful activity under applicable State and Federal laws. Such prohibited activity includes, but is not limited to, the uploading or creating of computer viruses and "hacking" into the data or system of another user of the District's System, or any of the agencies or other networks that are connected to the Internet.

Forgery or attempted forgery of electronic mail messages or misrepresentation of the identity of a sender is prohibited. Attempts to read, delete, copy, or modify the electronic mail of other System users, interference with the ability of other System users to send/receive electronic mail, or the use of another person's user ID and/or password is prohibited.

Information transmitted via the System is considered confidential District information and may not be disclosed to persons other than the intended recipient without prior authorization. Users must closely monitor their System passwords. Users should protect their password(s) to help ensure the security and integrity of the System. In order to maintain the integrity of the System, users should not disclose their passwords to any other person. No user should attempt to gain access to another user's electronic mailbox, telephone voicemail box, computer files, or Internet account unless expressly authorized to do so by the user whose systems are being accessed, or by an authorized representative of the District. Any user who receives information such as electronic mail messages in error should not read the message, but should instead return the message to the sender and delete the message immediately.

"Personally identifiable" photos of McKinney ISD students will not be posted on the MISD websites other than as permitted under District Policy and State and Federal law.

MONITORED USE

Electronic mail transmissions and other use of the System by employees are not private and may be monitored, reviewed, audited, intercepted, accessed, or disclosed at any time by designated District staff to ensure appropriate use.

The System's software and hardware that provides the District email capabilities has been publicly funded. For that reason, use of the System should not be considered a private form of communication. The content of any communication of this type is governed by the Open Records Act and the District is required to abide and cooperate with any legal request for access to email contents by the proper authorities.

One level of security McKinney ISD has implemented is the installation of the BESS Internet Filtering Service. Employees that have an instructional need to access web sites that may be blocked should communicate their need, in writing, to a campus administrator or departmental supervisor. The campus administrator or departmental supervisor will then determine whether to grant access based on instructional or administrative need. Campus administrators will be responsible for initiating contact with the Technology Services Group to solicit access to blocked sites. In addition, all employees will receive classroom instruction regarding appropriate technology uses and acceptable Internet behavior, including a review of the Employee AUP. Ultimately, however, it is the user's responsibility to appropriately use technology resources. Should a user be found in violation of this policy, the incident will be regarded as a violation of school rules and Board Policy, resulting in disciplinary measures.

PROFESSIONAL STANDARDS OF CONDUCT

All District employees are required to abide by the Code of Ethics and Standard Practices for Texas Educators ("Code of Ethics"), State and Federal law, District Policy, this Employee AUP, and ethical standards when communicating with students and other employees, regardless of whether such communication takes place on campus, during instructional time, through use of the System, or not.

District employees shall recognize these laws and regulations apply to any and all communication with students and other employees, including, but not limited to, use of email, social networking sites, cell phones, and text messaging.

Additionally, the Code of Ethics, Standard 3.6 provides, "the educator shall not solicit or engage in sexual conduct or a romantic relationship with a student." [*See* Board Policy DH (exhibit)]. Educators shall maintain the proper decorum in any and all communication with students, regardless of whether such communication occurs during or outside of the instructional day.

In accordance with McKinney ISD's expectations, District employees are prohibited from posting any information, pictures or otherwise, on the Internet that results in a violation of the Code of Ethics, State and Federal law, and District Policy, including the District's Standards of Conduct for all employees. District employees are also prohibited from using the District's System to access sites in violation of this Employee AUP, as detailed above (see section titled "Acceptable Use"). Please be aware that the District will hold employees responsible for any and all information deemed objectionable by the Code of Ethics, State and Federal law, District Policy, or this Employee AUP on an Internet site that is within the control of an employee, including, but not limited to, comments sent from third parties to the employee's site. District employees are required to abide by the Code of Ethics as defined in Board Policy DH (exhibit), when accessing all Internet sites, including blogging sites, micro-blogs, chat and messaging services, and social networking sites. Social networking sites include, but are not limited to, MySpace, Facebook, Twitter, Flickr, and dating or match making websites. District employees, who use social networking sites as a means of communication with students outside of their capacity as an educator or District employee, shall ensure that all communications with students or other employees are consistent with the District's Standards of Conduct, the Code of Ethics, State and Federal law, District Policy, and this Employee AUP.

The District recognizes and respects an employee's right to freedom of speech. [*See* Board Policy DG (legal)]. However, when the right impinges on, and/or compromises, an employee's ability to effectively perform his/her work, the District must take appropriate action. Specifically, the District will investigate and, when necessary, evaluate disciplinary action when information posted by an employee on an Internet site results in conduct including, but not limited to: conduct that compromises the dignity of the profession; conduct that does not respect and obey the law; conduct that does not demonstrate integrity; conduct that does not exemplify honesty; conduct that constitutes moral turpitude; or any other conduct in violation of Board Policies. [*See* Board Policies DH series]. Accessing and/or modifying such sites utilizing the System may also result in a violation of the Employee AUP.

VIOLATIONS/SANCTIONS

Non-compliance with the Employee AUP and/or District Policy may result in suspension of access, termination of privileges, and/or other disciplinary action consistent with Board Policies and State or Federal law. [*See* the Employee Handbook and Board Policies DH series]. Violations of law may result in criminal prosecution as well as disciplinary action by the District. Persons whose violations of the Employee AUP result in system disruption or damage may be responsible for reimbursement of costs incurred in system restoration.

DISCLAIMER OF LIABILITY

The District shall not be liable for an employee's inappropriate use of electronic communications resources or violations of copyright restrictions or other laws, an employee's mistakes or negligence, and for any costs incurred by employees through the use of the System. The District shall not be responsible for ensuring the accuracy, age appropriateness, or usability of any information found on the Internet. No warranties of any kind are offered either expressed or implied.