

Lower Merion School District

Policy No. 258
Section: PROGRAMS
Title: ACHIEVEMENT TRACKING SERVICES AND PRODUCTS
Date Adopted: 4/28/14
Date Last Revised:

258 ACHIEVEMENT TRACKING SERVICES AND PRODUCTS

The Lower Merion School District utilizes products and consulting services to collect and organize data on the achievement of its students so that the District can use the data to enhance the educational program for its students. The Board enacts this policy to provide for the selection, acquisition, and systematic re-evaluation of these products and consulting services. This policy is intended to address the release of personally identifiable information pursuant to the exceptions under the Family Educational Rights and Privacy Act (“FERPA”), including but not limited to, contractors or companies who will collect and organize student data for the District’s use, to other educational institutions for the purpose of the student’s enrollment or transfer, and to local or state authorities.

The District will maintain direct control over the products and consulting services the District uses to collect and organize the student data. Additionally, the District will only provide access to student data for the purposes of collecting and organizing the same for legitimate educational interests.

“Achievement Tracking Services and Products” are consulting services and products that aggregate and disaggregate data for the purpose of providing student achievement information to the District.

The Superintendent shall establish procedures for the selection of achievement tracking services and products. The procedures shall include the following:

1. Designate administrative personnel to select achievement tracking services and products subject to the approval of the Superintendent;
2. Evaluate the effectiveness of the achievement tracking services and products;
3. Evaluate the data requested of the District by the achievement tracking services and Products; and
4. Select and implement web-based products and other online educational services in a way that protects the confidentiality of students’ personally identifiable information to ensure student privacy and avoid promotional marketing directed to students.

20 U.S.C. § 1232g
34 C.F.R. § 99.31