LENAPE TECHNICAL SCHOOL

SECTION: PUPILS

TITLE: SURVEYS

ADOPTED: December 17, 2015

REVISED:

235.1. SURVEYS

1. Purpose

This policy sets forth guidelines regarding the conduct of surveys and collection and use of information for marketing purposes, consistent with law and regulations.

2. Authority

20 U.S.C. 1232h (PPRA)

Title 22 Sec. 4.4

Definition

Personal information means individually identifiable information including a student's or parent's/guardian's name, address, telephone number, or social security number.

Protected Information means information concerning:

1. Political affiliations or beliefs of student or parents/guardians.
2. Mental and psychological problems of the student or family.
3. Sexual behavior or attitudes.
4. Illegal, antisocial, self-incriminating or demeaning behavior.
5. Critical appraisals of other individuals with whom respondents have close family relationships.
6. Legally recognized privileged or analogous relationships, such as those with lawyers, physicians, and ministers.
7. Religious practices, affiliations, or beliefs of the student or parents/guardians.
8. Income, other than that required by law to determine eligibility for participation in a program or for receiving financial assistance under such program.

The above 8 items are **"protected information"** under the Protection of Pupil Rights Amendment (PPRA).

3. Guidelines	**School Surveys/Evaluations** All surveys and instruments used by the School to collect information from students shall relate to the School's educational objectives. **Third Party Surveys/Studies** Surveys conducted by outside agencies, organizations and individuals shall be approved by the Joint Operating Committee prior to being administered to any student. All such surveys must maintain student anonymity so that no **personal information** is obtained. Parents/Guardians shall be informed of the right to inspect, upon request, a survey created by a third party prior to administration or distribution to a student. Such requests shall be in writing and submitted to the building principal. Parents/Guardians shall be informed of the right to exclude the student from any survey or study conducted by a third party. **Procedures for Protected Information** Procedures for protected information apply to both School surveys and third party surveys. Without prior written parental consent for a student under eighteen (18) years of age or prior written consent of an emancipated student or a student over eighteen (18) years, shall a student be **required** to submit to a survey, analysis, or evaluation that reveals **protected information.** A survey, analysis or evaluation that reveals **protected information** may be conducted on a **voluntary** basis, provided that the student and parent/guardian have been notified of their right to inspect all related materials and to opt the student out of participation. The district shall implement procedures to protect student identity and privacy when a survey contains any of the restricted subject areas listed above as protected information.

	Collection of Information for Marketing The School shall notify parents/guardians of any activities involving the collection, disclosure or use of personal information to be collected from students for the purpose of marketing or selling, or otherwise providing the information to others for that purpose. Parents/Guardians have the right to inspect the instrument or material used in collection of personal information for the purpose of marketing or selling that information. The parent/guardian has the right to opt out the student from participating in any activity that results in the collection, disclosure or use of personal information for purposes of marketing or selling that information. This does not apply to the collection, disclosure or use of personal information collected from students for the exclusive purpose of developing, evaluating, or providing educational products or services for or to students.
4. Delegation of Responsibility	**Delegation of Responsibility** The Administrative Director or appropriate personnel designated by the Administrative Director shall develop procedures consistent with law and JOC policy to ensure that the above parental and student rights under varying conditions are properly described. The Administrative Director or appropriate personnel designated by the Administrative Director shall: 1. Annually notify parents/guardians at the beginning of the school year concerning the contents of this policy and its availability. 2. Annually notify parents/guardians at the beginning of the school year if the School has identified the specific or approximate dates that any surveys may be scheduled. 3. For surveys scheduled after the school year starts, provide prior reasonable notification of the survey to parents/guardians. 4. Annually notify parents/guardians of procedures to request access to survey instruments prior to administration. 5. Annually notify parents/guardians of procedures for opting students out of participation in surveys.