

Bartlett City Board of Education		6055
Descriptor Term: STUDENT SURVEYS	Descriptor Code: Student Services	Issue Date: 03/23/2017
	Rescinds:	Revised:

Student surveys may be allowed by the Board when the project is contributory to a greater understanding of the teaching-learning process, the disruption of the regular school program is minimal, and the project does not violate any goals of the Board.

The Superintendent shall develop administrative procedures for approving survey requests by agencies, organizations, or individuals. The requests should outline what is to be done, who is to be involved, and how the results will be used and distributed.¹

Parents shall be informed of this policy at least annually at the start of each school year. Parents have the right to inspect all instructional material that will be used for a survey, analysis, or evaluation as part of a federal program. No student may, without parental consent, take part in a survey, analysis, or evaluation that reveals information covering:²

1. Political affiliations or beliefs of the student or the student's parent;
2. Mental or psychological problems of the student or the student's family;
3. Sexual behavior or attitudes;
4. Illegal, anti-social, self-incriminating, or demeaning behavior;
5. Critical appraisals of other individuals with whom students have close family relationships;
6. Legally privileged relationships;
7. Religious practices, affiliations, or beliefs of the student or student's parent; or
8. Income

Collecting, Disclosing, or Using Information for Marketing

In general, the District will not collect, disclose, or use personal student information for the purpose of marketing, selling, or providing the information for marketing purposes. If any collected information is to be marketed or sold, parents will be directly notified at the beginning of the school year of the dates when such information will be collected and be provided an opportunity to opt their child out of participation. For surveys and activities scheduled after the school year starts, parents will be provided advanced notice and an opportunity to opt out of such surveys and activities.

Parents, upon request and before distribution to the student, may inspect any third party instruments or surveys used to collect personal information for the purpose of marketing or selling that information. All parents and students of appropriate age may decline to provide the information requested. This portion of the policy 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 or educational

¹ T.C.A. §49-2-211

² 20 U.S.C. §1232h

institutions to the extent allowed by law. Such students or educational institutions include, but are not limited to, the following:

1. College or other postsecondary education recruitment or military recruitment
2. Book clubs, magazines, and programs providing access to low-cost literary products
3. Tests and assessments used by elementary and secondary schools to provide cognitive, evaluative, diagnostic, clinical, aptitude, or achievement information about students (or to generate other statistically useful data for the purpose of securing such tests and assessments) and the analysis and public release of the aggregate data from such tests and assessments
4. Student sale of products or services to raise funds for school or education-related activities
5. Student recognition programs