

Instruction

Survey of Students

Surveys can be a valuable resource for schools and communities in determining student needs for educational services. The Board of Trustees recognizes the staff's need to collect input from students and parents in order to assist decision-making related to curriculum and instruction, program development and operations. To this end, the Board supports the use of appropriate surveys. When a survey is used, every effort should be made to ask questions in a neutral manner to ensure the accuracy of the survey.

Administrators, teachers, other staff members and the Board of Trustees may use surveys for many purposes. Such purposes may include, but are not limited to, the need for student services, the determination of prevailing views pertaining to proposed policies and/or practices, or the determination of student knowledge and/or attitudes related to a specific subject or units. All surveys shall have the approval of the Head of School or their designee prior to being administered.

Marketing

It is the policy of the Board not to collect, disclose, or use personal information gathered from students for the purpose of marketing or selling that information or providing it to others for that purpose. 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, or educational institutions, such as:

- a. College or other postsecondary education recruitment, this includes military recruitment;
- b. Curriculum and instructional materials used by schools;
- c. Tests and assessments used by The Academy, or other schools, to provide cognitive, evaluative, diagnostic, clinical, aptitude or achievement information about students;
- d. Student recognition program; and
- e. The sale by students of products or services to raise funds for school-related activities or education-related activities.

Parents/Guardians shall be notified of this policy through its inclusion in the student handbook.

Legal Reference: Elementary and Secondary Education Act of 1965
 Protection of Pupil Rights Amendment, as amended by the Every Student Succeeds Act, Pub. L. 114-95
 Regulation 34 CFR Part 98 (PPRA Regulations)

Policy Adopted: June 20, 2006
 Policy Amended: June 15, 2021

The Woodstock Academy
 Woodstock, Connecticut