



Administrative Directive 6.20.041-AD

Recruiting Activities on Campus

Background

- Students gain valuable information from colleges, universities and prospective employers.
- PPS is committed to providing students with access to information about the broad and varied options that may be available to them. The purpose of school visits is to provide students with opportunities to access and evaluate information from a variety of perspectives.
- The Every Student Succeeds Act, 20 USC Sec. 6301, requires PPS to provide military recruiters the same access to schools, students, and certain student information as that enjoyed by post-secondary institutions, prospective employers, and the Oregon National Guard.
- Resolution 4503 directed the Superintendent to also allow access to military counter-recruiters and other organizations that provide information for students about options to military service.

This administrative directive provides guidance and direction for how PPS interact with recruiters. The terms used in this Administrative Directive are defined in Section V. The Director of College & Career Readiness will provide training to PPS Staff on this directive.

I. Access to Students on School Grounds

A. Campus Recruitment Visits by **All** Recruiters:

- i. All recruiters must contact the College Coordinator (generally the Career Counselor, Career Coordinator, or Vice Principal) at each high school in advance to make an appointment for a mutually convenient time for an on-campus visit. Unannounced, unscheduled visits are not permitted.
- ii. Recruiters must follow the same rules regarding visitor check-in.
- iii. Recruiters must wear visitor identification at all times on school grounds.
- iv. The high school will determine the location within the school for the visit. All recruiters will be provided comparable locations during their recruiting visits.
- v. Recruiters may display or distribute only materials that contain age-appropriate information for students.

B. Recruiters may not:

- i. Interfere with the educational process, engage in any activity that creates a substantial disruption or likelihood of substantial disruption, or create a nuisance that interferes with the students' ability to engage in their

learning environment;

- ii. Solicit personal information from students who do not approach the recruiter;
- iii. Interact with students on school grounds outside the area designated by the school;
- iv. Provide information to students who do not approach the recruiter;
- v. Utilize or distribute interactive video games on school grounds.
- vi. Sponsor drawings, lotteries, or chance activities, or provide gifts or prizes to students unless they are of nominal value (i.e. under \$5.00). Activities and gifts of “nominal value” may not be used as a means of obtaining student information;
- vii. Move about the building unaccompanied by school staff;
- viii. Interrupt instructional time or disrupt the activities at the school.
- ix. Engage in “informal recruiting.” For instance, recruiters cannot come onto campus while in uniform or other logoed attire to have lunch with students or engage in “informal” conversations with students.

C. High schools will decide how recruiting visits are to be publicized and will control access to communication channels. High schools will provide comparable communication about all recruiting visits.

- i. Communications about recruiting visits may include announcements in the daily bulletin, posters provided by the recruiter, newsletters and internet messages. The Principal or designee will determine where posters are placed.
- ii. Recruiters may update any folders maintained by the counseling office and/or the College and Career Center that contain information about their programs, catalogues, posters and fliers. These materials may be updated during recruiting or administrative visits.

D. Specific Guidelines for Military Recruiters (in addition to provisions above):

- i. No military recruiting activity is permitted in elementary, middle, or K-8 schools.
- ii. At the beginning of each school year, each high school will designate specific days during the school year when military recruiters, and military service information and alternatives organizations, may engage in recruiting activities. Each high school administrator or designee will establish at least three days during the school year for these

organizations to engage in recruiting activity.

- iii. Access for military and counter-military recruiters is intended to ensure students have access to information, *not* to create a forum for debate about varying perspectives on the military. High school administration should consider this goal in determining whether military recruiters and counter-military recruiters are co-located, with the intent that the access be generally equal.
- iv. High schools cannot provide more recruiting visits to military recruiters than are provided to colleges, universities, or prospective employers. High schools are not permitted to grant any additional access to military recruiters for recruiting activities. 'Recruiting activities' in this subsection is not meant to preclude members of the military from supporting a school or class as an invited content expert or invited speaker (e.g., inviting military band to play with school band, serving as CTE expert resource in a class).
- v. Military recruiters, and military service information and alternatives organizations, may bring food to their meetings only if college or employer recruiters are allowed to do so.
- vi. From time to time, military recruiters apply for volunteer positions at the high schools, particularly in areas where there is a high level of student contact such as the athletic department. PPS expects transparency in all communications that a military recruiter may have while volunteering, to ensure clarity for the student(s). The recruiter may not volunteer while in uniform and may not engage in recruiting activities while he or she is acting as a volunteer. A polo or t-shirt solely with the military designation is not considered a 'uniform' under this subsection.

II. Off Campus Visits by Recruiters

- A. If recruiters schedule off campus presentations during the school day, then:
 - i. Attendance by students must be pre-arranged according to the pre-arrangement protocol at each school.
 - ii. Students and their parents will be responsible for providing their own transportation to and from the presentation.
- B. If the high school chooses to publicize off campus presentations, then the presentations of all recruiting organizations including colleges, universities, prospective employers, military recruiters, and entities offering alternative information on military careers will be publicized using the same processes.
- C. Off campus presentations by recruiters are not considered Portland Public Schools sponsored events.

III. Requests for Student Information from Military Recruiters

Pursuant to the Every Student Succeeds Act, upon request, PPS must provide a military recruiter with the names, addresses and telephone numbers of high school juniors and seniors, unless the parent or student opts out (see Section B below).

A. Notice to Parent/Guardians/Students

- i. The District will provide an annual notice to families that PPS will disclose names, addresses, and telephone numbers of students to military recruiters, subject to a parent or student’s request to opt out.
- ii. The notice will advise the parent and student of the process and timeline to opt out of disclosure.
- iii. Recruiters and school staff may not attempt to influence a student or family’s decision regarding whether to opt out of disclosure.

B. Opting Out

i. Student Registration Form

a. Parents who wish to opt out should check the box (see below) in the Permissions/Authorizations section on the back of the student registration form. If the student is 18 years of age or older, **the student** must sign the “Opt-out for Military Recruitment Information” form to opt out.

I do not want my child’s name, address and phone number released to: <input checked="" type="checkbox"/> Military Recruiters

ii. Annual Verification Form

- Parents or students may continue to opt out on the annual verification form.

iii. Parents or students who have not exercised the opportunity to opt out should contact the student’s school to change the registration/verification form. If the information has already been provided to the military, families must contact the military to ask that the name be removed from contact lists.

C. District Reporting of Data to Recruiters

- i. PPS will centrally compile the required information from registration and verification forms.
- ii. All requests from military recruiters for student lists will be directed to Information Technology.

- iii. A list of those junior and senior students who have not opted out will be provided, upon request, to recruiters after October 1 of each school year. The list will include addresses and phone numbers.
- iv. Individual schools may not provide lists of student information to recruiters.
- v. Requests for *individual* student information may be handled at the school level by the recruiter providing a signed authorization for the release of information.

D. Transcripts and Administrative Visits

- i. A student or parent must submit a written request for a transcript to be sent or released to a recruiter.
- ii. Recruiters may request a transcript directly with the appropriate release signed by the parent (or student, if the student is 18 years or older). 3. Schools will require that military recruiters transact business in the same manner as representatives of colleges/universities.

IV. Information for Students About Military Services

- A. On at least an annual basis, high schools will send home information with students about military service. This information will be prepared by the district, which may reach out to the services for content.
- B. Libraries and resource centers may contain and accept military information, books and documents. United States Armed Forces recruitment pamphlets, forms and posters may be accepted and retained in the same manner as pamphlets, forms, and posters of colleges and universities.
- C. Scholarships, awards, and grants may be accepted by students and schools and may be announced by the providing branch of the military at appropriate assemblies in the same manner that other scholarships, awards and grants are announced.
- D. Career development materials and tests relating to the United States Armed Forces may be used by the schools in the same manner as materials by other institutions.

V. Definitions

- A. "Recruiting organizations" are entities with information for students about a college or university; trade school or apprenticeship; scholarship, grant or loan; or other post-secondary school vocational or career opportunity. "Recruiting organizations" includes military recruiters. "Recruiting organizations" also includes "military service information and alternatives organizations," which are defined as organizations that provide students with additional information on, and alternatives to, military careers. This includes military counterrecruiters, as well as other organizations that have a demonstrated history of providing students with information about military service

- and/or alternatives to military service.
- B. "Armed Forces" includes United States Military Branches of Army, Air Force, Navy, Marines, National Guard, and Coast Guard.
 - C. "Military Recruiters" are representatives of one of the Armed Forces whose job or purpose is to secure enlistment of persons into the Armed Forces.
 - D. "Recruiting visits" are the designated time for a recruiting organization to provide information about the opportunities it offers for students.
 - E. "Administrative visits" are the time for recruiters to obtain individual student information from the front office.

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