Prepare Each Student To Be Successful
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STEVENS POINT
AREA PUBLIC
SCHOOL DISTRICT

USE OF PERSONAL COMMUNICATION DEVICES

Employees are responsible for using personal communication devices (PCDs) in a safe and appropriate manner and in accordance with this policy, as well as other pertinent Board policies and guidelines. This includes using a PCD that may be Board-owned or personally owned (regardless of whether the Board pays the employee an allowance for use of the device, reimburses the employee, or the employee receives no remuneration).

Conducting District Business Using a PCD

Employees may use a PCD to make/receive calls, send/receive emails, send/receive texts, and send/receive instant messages to other employees that concern District business. Employees are responsible for archiving such communication in accordance with the District's requirements. **PCD communication sent and/or received by a public (school) employee using a PCD may constitute public records. Additionally, PCD communications about students sent and/or received by an employee using a PCD may constitute education records if the content includes personally identifiable information about a student. If an employee uses a PCD to conduct district business, they shall provide any records and artifacts concerning these activities to administration upon request.**

Safe and Appropriate Use of a PCD

Employees are prohibited from using a PCD while operating Board-owned vehicles and potentially hazardous equipment. Employees are required to comply with all applicable laws while driving.

Employees may not use a PCD in a way that might reasonably create in the mind of another person the impression of being threatened, humiliated, harassed, embarrassed or intimidated.

Employees shall limit communications to matters within the scope of the employee's professional responsibilities.

Staff shall only use approved tools to communicate with students for official District communications and not personal accounts.

Consider carefully student and staff interactions on private social media accounts. Staff shall not friend or follow students on personal social media accounts. District approved sites or pages may be used and provide openness, visibility and accessibility. Staff using social media accounts representing the District or District-sponsored activities, must be approved by, and registered with the Director of Communications and the appropriate administrator responsible for each function. Only the appropriate administrator responsible for each function or designee has permission to communicate via social media on behalf of the District or District-sponsored activities.

An employee's personal or private use of social media may have unintended consequences. While the

Board respects its employees' First Amendment rights, those rights do not include permission to post content that could compromise the District's mission, undermine staff relationships, or cause a substantial disruption to the school environment. This includes staff members' online conduct that occurs off school property, including from the employee's personal device. Posting on social media should be done in a manner sensitive to the staff member's professional responsibilities.

Employees shall not electronically record, by audio, video, or other means, any images or conversations at District meetings unless each and every person present has been notified and consents to being electronically recorded. Employees shall not record telephone conversations unless all persons participating in the telephone conversation have consented to be recorded. Surreptitious, unauthorized recording of others disrupts District workplaces, impairs employee relationships and cooperation and is injurious to employee morale. These provisions are not intended to limit or restrict recording of publicly posted Board meetings, grievance hearings, and any other Board sanctioned meeting recorded in accordance with Board policy. These provisions are not intended to limit or restrict recordings involving authorized investigations conducted by District personnel, or authorized agents of the District, or recordings that are authorized by the District, e.g. surveillance videos, extracurricular activities, voicemail recordings. The provisions found in Board policy 9151 governs electronically recording students.

Duty to Maintain Confidentiality of Student Personally Identifiable – Public and Student Record Requirements

Employees are subject to all applicable policies and guidelines pertaining to the protection of the confidentiality, integrity and availability of the data stored on a PCD, regardless of whether they are Board-owned and assigned to a specific employee or personally-owned by the employee. Please reference policy School Board policy 7530.02

Use of a PCD in any manner contrary to District, local, State, or Federal laws may result in disciplinary action up to and including unpaid suspension and/or termination.

Reference:
Board Policy 3213 Student Supervision and Welfare
Board Policy 7530.02 Staff and School Officials Use of Personal Communication Devices
Board Policy 9151 Photographing, Filming, and/or Videotaping of Students in the School
Board Policy 7440.01 Video Surveillance and Electronic Monitoring
Board Policy 7540.03 Student Education Technology Acceptable Use and Safety
Board Policy 7544 - Use of Social Media

Protecting Children in the 21st Century Act, Pub. L. NO. 110-385, Title II, Stat. 4096 (2008)

Children's Internet Protection Act (CIPA), Pub. L. No. 106-554 (2001)

Title I of the Electronic Communication Privacy Act of 1986 18 U.S.C. 2510-2521 20 U.S.C. 1232g 34 C.F.R. Part 99

Wisconsin statutes: §175.22, §942.08, §942.09 §19.31-19.39, §118.125, §118.07(7)

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