PHARR-SAN JUAN-ALAMO INDEPENDENT SCHOOL DISTRICT

AI GUIDEBOOK

Navigating the Future of Learning, Safely & Responsibly



DOCUMENT PURPOSE: This document outlines Pharr-San Juan-Alamo ISD's approach, expectations, and available resources for staff and students using generative Artificial Intelligence (AI) technologies. As Version 1, it is intended to be a living document that will continue to evolve alongside advancements in AI. Updated September 2026.

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AI CODE OF ETHICS AND MINIMUM STANDARDS

Texas Department of Information Resources

Per Government Code 2054.702, State and local government entities that use AI are required to adopt the code. TAC 219

INTRODUCTION

This guidebook supports students, families, and staff in building AI literacy and using GenAI safely, responsibly, and effectively. As AI technologies continue to evolve, this guidebook will be updated to reflect emerging tools, best practices, and changing educational needs.

What is AI and GenAI?

Artificial Intelligence (AI) is a branch of computer science focused on building machines that mimic human intelligence. It generally falls into two main categories:

- **Predictive (Traditional) AI**: Analyzes existing data to recognize patterns, make choices, or predict outcomes.
  - Examples: Movie recommendations, auto-correct, and digital assistants (Siri/Alexa).
- **Generative AI (GenAI)**: Processes massive datasets to create entirely new, original content.

Examples: Generating new text, images, code, or audio (ChatGPT, Gemini).

Our Why

PSJA ISD's commitment to College³- Ready. Connected. Complete. calls us to equip every learner with the knowledge, skills, and character needed to thrive in an AI-enabled world.



GUIDING PRINCIPLES

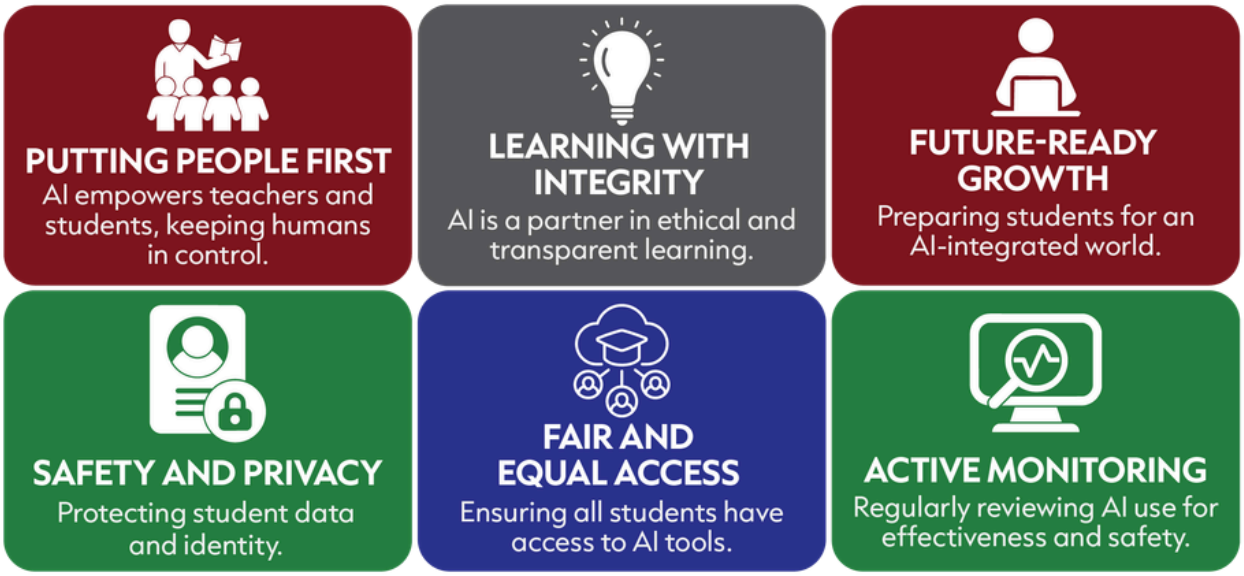


Figure 1 TeachAI 7 Guiding Principles for AI in Education

PRIORITIZING

Putting People First

Humans retain ultimate responsibility for all decisions and outcomes.

SAFEGUARDING

Safety and Privacy

We strictly select and utilize AI tools that meet rigorous data privacy and digital footprint standards.

UPHOLDING

Learning with Integrity

Students use AI ethically and transparently to spark ideas and deepen understanding.

ADVANCING

Fair and Equal Access

We provide equitable access to high-quality tools that meet diverse learning needs and help every student reach their full potential.

CULTIVATING

Future-Ready Growth:

We build AI literacy by teaching students how AI works, how to use it responsibly, and how to evaluate its output to ensure success in college, careers, and life.

PRIORITIZING

Active Monitoring

We evaluate AI tools and monitor school usage to ensure that these technologies always enhance learning, protect users, and uphold high ethical standards.

Note. Adapted from AI guidance for schools toolkit, by TeachAI, 2025, https://www.teachai.org/toolkit. Copyright 2025 by TeachAI.

PRIVACY & SECURITY

To safeguard student privacy, ensure instructional integrity, and boost professional productivity, please follow these guidelines for district-approved AI tools (accessible via your district login). Do not use non-approved AI resources for any work-related activities.

Student Privacy & Data Protection (FERPA Compliance)

In accordance with the Family Educational Rights and Privacy Act (FERPA) and **PSJA ISD Board Policy FL (LEGAL)**, safeguarding student data is a critical legal requirement.



Under no circumstances should staff enter, upload, paste, or describe identifiable student information into public AI tools or prompts. Treat prompts as data leaving district systems. Even partial information combined with context can make a student identifiable.

Examples of Strictly Prohibited Information:

- Basic Identifiers: Student names (first and last), Student ID numbers, dates of birth, home addresses, or parent/guardian names.
- Protected Records: Social Security numbers, disciplinary records, health/medical information, or human resources/payroll info.
- Academic & Support Data: Grades connected to an identifiable student, or Special Education (IEP) and Section 504 details tied to a specific student.

Incident Reporting Protocol

If you suspect a data exposure, a security breach, or the misuse of an AI tool, you must report it immediately to mitigate data risk.

- Report to: **PSJA ISD IT Helpdesk**
- Submission Channels: *Helpdesk Portal Link* | helpdesk@psjaisd.us

STAFF AI EXPECTATIONS

Personal AI Account Policy

While PSJA ISD requires district-managed credentials for standard work to ensure legal compliance (CIPA, COPPA, FERPA, PPRA), it recognizes that staff may use personal premium accounts (e.g., ChatGPT Plus, Gemini Advanced) for advanced features. When doing so, staff must strictly adhere to data privacy guardrails: never enter student Personally Identifiable Information (PII) or confidential district data into an AI account.

Staff Security Protocols

To ensure network security and data loss prevention, all staff members must adhere to the following operational guardrails:

- **District-Managed Accounts Only:** Always log in using official PSJA ISD Microsoft 365 or Google Workspace credentials. Never use personal emails or accounts for district business.
- **Approved Storage Systems**: Store and share district documents only within approved environments (Google Drive, SharePoint, OneDrive, Teams). Follow all existing sharing and permission rules.
- **No Unapproved Add-ons**: Do not install AI browser extensions, add-ons, or connectors (for Google Workspace or Office 365) without explicit IT administrative approval.
- **Third-Party App Restriction**: Staff are prohibited from authorizing third-party apps or granting AI tools permission to access district accounts and data sets.
- **Managed Endpoints Only**: If an authorized AI tool requires file uploads or document access, it must only be accessed on managed district devices equipped with active endpoint protection.
- **Basic Identifiers:** Passwords, access tokens, or any login credentials for district-managed systems.

Always follow district guidelines for safe, responsible, and effective use of AI.

STAFF AI EXPECTATIONS

District Approved AI Tools

Information Technology Department maintains a vetted list of AI domains and applications. AI tools and related web traffic will be actively logged and inappropriate content will be blocked on district networks and managed devices.



New tools for consideration must be requested and approved by the Information Technology Department.
Send Requests to: PSJA ISD IT Helpdesk
Submission Channels: Helpdesk Portal Link | helpdesk@psjaisd.us

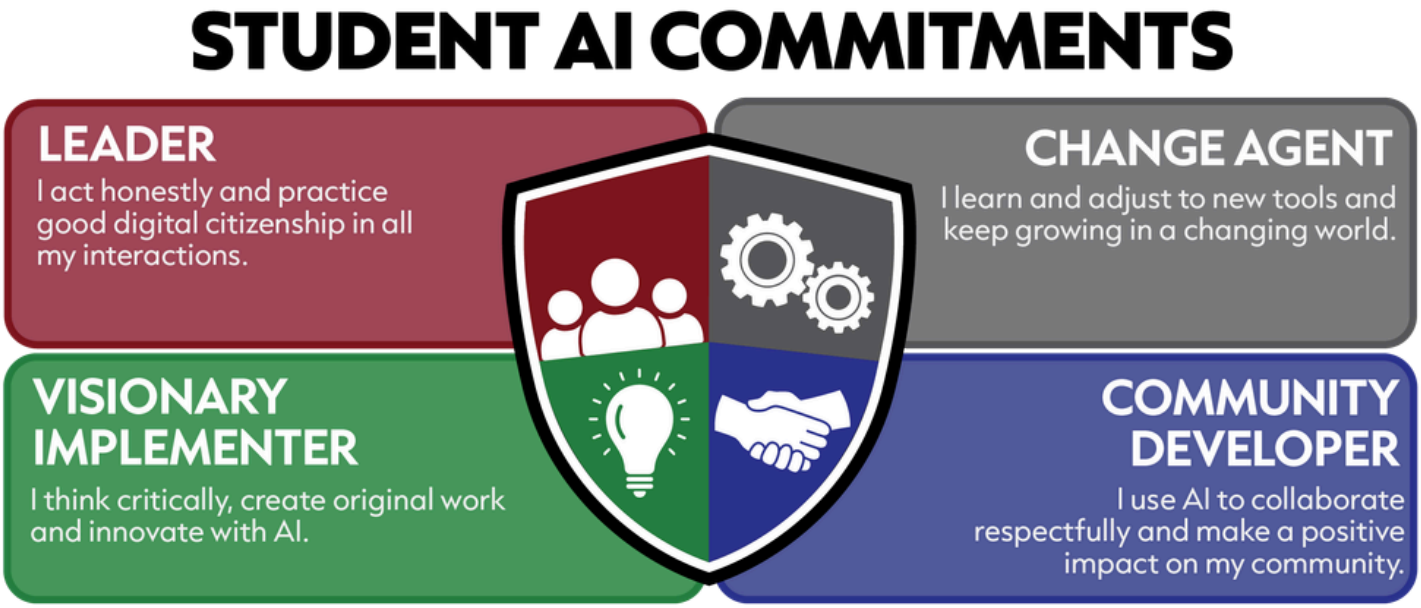
Before using any AI tool, confirm:

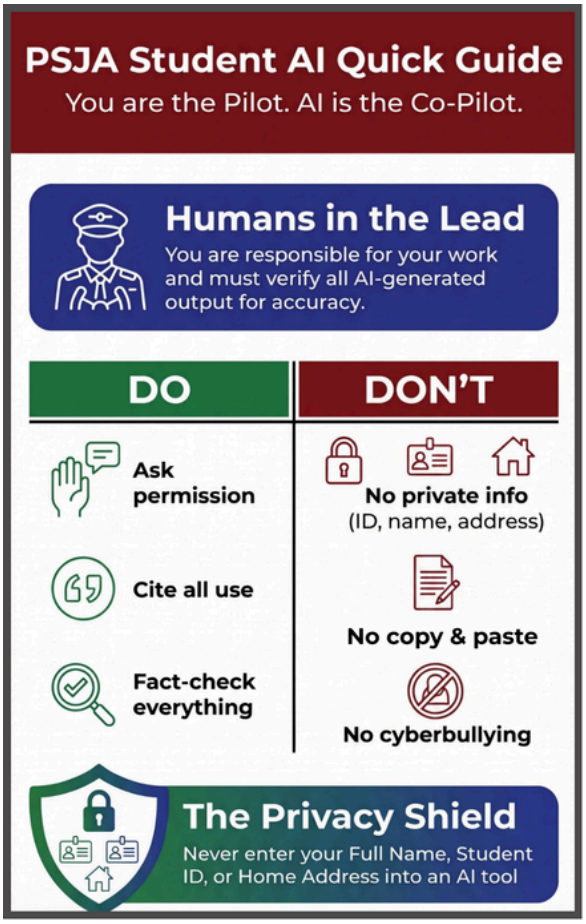
1. You are using a district-approved AI tool and a district-managed account.
2. No passwords, access tokens, or login credentials are included.
3. No student-identifiable information is included.
4. No confidential staff information is included.
5. Output has been fact-checked.
6. Content aligns with TEKS and district curriculum.
7. You have reviewed and edited the response.
8. Follow all Communications Department Guidelines on use of district branding.

STUDENT AI EXPECTATIONS

Generative AI Guidelines for all Students

To ensure every PSJA ISD student is prepared to participate, compete, and excel in a global society, the district has established clear guidelines for student engagement with Generative Artificial Intelligence (AI).





ACADEMIC INTEGRITY

Students must always ensure they have explicit permission from their teacher before utilizing Generative AI tools for any coursework. When used, its assistance must be openly disclosed with proper attribution.

Activities requiring disclosure or citation include:

- Quoting, paraphrasing, or summarizing text generated by AI.
- Incorporating AI-generated images, graphics, video, or audio into projects.
- Using AI for brainstorming, structuring outlines, conducting preliminary research, or proofreading/editing drafts.

HOW TO ATTRIBUTE GEN AI USAGE

The type and depth of citation required depend entirely on the assignment and the teacher's expectations:

- Formal Assignments (Essays, Research Papers): Require a full bibliographic citation (such as MLA or APA) in the Works Cited or References list, alongside in-text citations.
- Informal Assignments (Presentations, Group Projects, Short Writing): Require a simple disclosure statement detailing how the AI was used.

SAMPLE CITATION MLA FORMAT

Prompt, name of tool, version of tool, company, date of generation, general URL of tool

"Can you explain the difference between mitosis and meiosis using a simple sports analogy? Please don't give me a long essay; just break it down into bullet points." ChatGPT, 8, June 2026, https://chatgpt.com.

SAMPLE DISCLOSURE OF AI USE

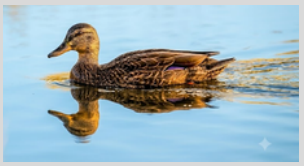
The sample disclosure might be used at the beginning, or at the end, of an AI-enhanced document.

- Brainstormed ideas and narrowed down topic using Gemini
- Asked for an analogy to better understand using ChatGPT
- Edited and proofread final draft using Gemini

CITING TEXT & IMAGES

Cite text and images in presentations with a note naming the tool and prompt used, as well as the year

Image generated with Gemini using the prompt "duck on a pond," 2026



For more details on MLA citation with AI:
https://style.mla.org/citing-generative-ai/

For more information on APA citation with AI:
https://apastyle.apa.org/blog/how-to-cite-chatgpt

USING AI RESPONSIBLY: EXAMPLES OF MISUSE

The following behaviors are considered inappropriate and may result in disciplinary action depending on severity and intent:

Academic Dishonesty / Plagiarism

- Using AI to generate essays, responses, or projects without teacher permission or failing to cite AI assistance when required.

Cheating on Assessments

- Using AI tools during quizzes, tests, or exams to obtain answers or complete work dishonestly.

Cyberbullying or Harassment

- Using AI to generate harmful messages, impersonate individuals, or target students or staff with offensive content.

Deepfakes or Manipulated Media

- Creating or sharing AI-generated images, videos, or audio intended to mislead, embarrass, or deceive others.

Inappropriate or Explicit Content Generation

- Using AI tools to produce violent, sexual, or otherwise inappropriate material.

Privacy Violations

- Entering or sharing personal, confidential, or sensitive information about self or others into AI platforms without authorization.

Security Violations / Hacking Attempts

- Using AI to attempt unauthorized access to school systems, accounts, or restricted data.

Misinformation and Disinformation

- Using AI to generate or distribute false or misleading information that could disrupt school operations or harm individuals or the school community.

When students are uncertain about appropriate AI use, they are expected to seek guidance from teachers, counselors, or campus administrators.



Misuse of AI tools is considered a violation of the PSJA ISD Student Code of Conduct and will be addressed in alignment with district disciplinary procedures and campus-level implementation guidance.

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