

Every school year, families have the option to opt out regarding “Directory Information.” **If you wish to opt out, you must submit a written notification to your student’s school main office within the first two (2) weeks of receiving the “Parental Privacy — Annual Notification of FERPA Rights.”** This notification must be submitted on an annual basis.

Because the term Directory Information sounds technical or commercial, many parents want to “Opt-Out” simply intending to keep their student’s picture off public social media. However, **opting out carries significant impacts on your student’s daily school experience.**

This guide explains what Directory Information is, how the district uses it and what happens if you choose to opt out.

How Is Directory Information Used?

All students are **automatically opted in** unless a parent or guardian explicitly submits a written opt-out request.

Directory information is **never sold or shared for commercial marketing**. Its primary purpose is to celebrate student achievements, document school memories and keep our community connected through standard district communications.

Directory Information Includes:

- Student name
- Student image (e.g., photos, print materials, video)
- Major field of study
- Degrees, honors or awards received
- Dates of attendance
- Participation in officially recognized sports and activities
- Weight and height of athletic team members

What Happens When You Opt Out?

Opting out is an **all-or-nothing action**. The district cannot create custom exceptions (such as “yes for the yearbook, but no for Facebook”).

If you submit a written notification to opt out, your student’s name and image **will be completely excluded** from all internal and external district publications.

The Impact on Your Student:

- **Yearbooks & Class Photos:** Your student’s photo and name will not appear in the school yearbook, class photo composites or club group photos.
- **Graduation & Ceremony Programs:** Your student’s name will not be listed in graduation programs, honor roll lists or award ceremony bulletins.
- **Arts & Performance Playbills:** Their name will not be included in programs for school plays, choir or band concerts or art show displays.
- **Athletic Rosters & Game Programs:** Their name, height, weight and team participation will not appear in sports rosters, media guides or athletic programs.
- **Classroom & Curriculum Platforms:** Their image, video or named student work cannot be featured on digital learning tools and classroom portals (such as Canvas or Seesaw) where other parents or classes might view shared work.

- **District & School Recognition:** Photos of your child participating in classroom activities, field trips or spirit weeks cannot be shared in school newsletters, hallway displays, district websites or official social media pages.

At-a-Glance Comparison

If You Remain Opted In (<i>Default</i>)	If You Choose to Opt Out
Included in the school yearbook and class photos	Excluded from the school yearbook and class photos
Named in performance playbills, sports programs and award lists	Omitted from all event programs, graduation lists and athletic rosters
Pictured in school newsletters, building displays and class updates	Hidden/Removed from building displays, newsletters and digital platforms
Featured in district-authorized media and official social channels	Excluded from all district websites, videos and social media

Making Your Decision

- **If you want your child included in traditional school memories** (yearbooks, sports rosters, event programs and classroom updates), **you do not need to take any action.**
- **If you choose to opt out,** please be aware that school staff must strictly enforce this exclusion across **all** school activities, printings and digital media for the entire school year. **You must submit a written notification to your student's school main office within the first two weeks of the school year.**

Questions? If you're unsure whether to opt out, or have questions about what this covers, contact your student's school main office. They can walk you through what stays included or excluded. If you have specific safety or privacy concerns, please contact your school principal directly.