



Publishing of Student Personal Information and Student Work Administrative Procedure

Department: Superintendent of Schools
Section: System Administration

It is recognized that schools have a complex job of protecting the privacy of students' personal information while promoting student work and achievements. While much of that promotion occurs inside the school during regular school hours, it may also happen through publications that target the greater school community and on websites, social media and on-line applications accessible to the general public. The school principal or designate is responsible for making decisions around the publication of student information and photographs that are consistent with AVRSB policy; that comply with the wishes of parents/guardians; and are reasonable to protect students.

Specifically

1. Schools must ensure all outside agencies (including media outlets) that visit schools for the purpose of gathering information about students and their work/achievements know they must obtain permission before recording student personal information and reporting on school events.
2. While we cannot control all the individuals that attend an event and use media recording devices the school administration or designate must approve all media recordings taken by outside agencies and/or the media of students in school, on school property, at school-sponsored events, or co-sponsored events, regardless if you can "identify" the students in the media recordings. A designate may include coaches or other individuals who have been approved by the school to work with student groups. Approval for photographs that include students where their parent(s)/guardian(s) have contacted the school under (4) below would be consistent with the wishes expressed by the parent(s)/guardian(s).
3. Schools will work with outside agencies to promote, when possible, media recordings and accompanying personal information that are less likely to identify students.
4. Schools will include in regular correspondence to parents/guardians (newsletters, handbooks, parent/guardian school organizations) information outlining the Board's practice. Schools will request parents/guardians to contact the school administration should the parents/guardians wish particular considerations be made in regards to the approval for publishing of otherwise non-identifying media recordings that may include their child.
5. When an outside agency requests to record a student or students in the school or at a school event and permission is granted by the school administration under (2) above and
 - a. The media recordings together with the text do not identify the students, then parent/guardian permission is not required.
 - b. The media recordings together with the text identify the students, then parent/guardian permission is required. This can be done in one of two ways:
 - i. A permission form is on file at the school [see (6) below], or
 - ii. The school will contact a parent/guardian to get permission [see (7) below].

6. It is recommended that schools ask parents/guardians to complete the *General Consent for the AVRSB/School to use Student Media Recordings, Names and Student Work* form (AP 101.6 Appendix A) for use within their school. This consent form could be sent home in September for those students who do not already have the consent form on file at the school or could be done on a “group-by-group” basis. The consent form would be signed by those parents/guardians who wish to give pre-approval for “identifying” media recordings to be taken at events and where there is potential the recordings will be published in the media or on the internet. The purpose of the consent form is to streamline the consent process and would be particularly useful for those students who may participate in many “public” events throughout the year and whose parents/guardians wish to provide a more “blanket” approval. It is further recommended that schools maintain a record of those students who have consent forms on file so as to easily ascertain which students have a consent form and which do not. *(The Department of Education and Early Childhood Development advises that the form is in effect until the student is no longer enrolled or the parents/guardians make a request.)*
7. When a request is made to record media that may identify students and a consent form is not on file for the student(s) involved, parental/guardian consent must be obtained for each student. This would normally be done by the school office contacting a parent/guardian by phone in a timely fashion and then communicating to the outside agency whether consent has been obtained or not. The school will make all reasonable efforts to follow up when contact cannot be made with parents/guardians to inform the outside agency as to the progress and to mutually agree on further efforts. *Under no circumstances will it be left to the outside agency to contact the parents/guardians directly; and the media recording in question cannot be published (web or paper copy) until consent is obtained.*
8. Schools are to follow the same process as outside agencies when determining what student information and/or media recordings may be published in school newsletters or on school/board websites.

Definitions

Identifying

Identifying is when information about a student provides enough detail/clarity that someone with limited knowledge of the student would be able to identify them in a media recording. The information could come from one or a combination of video recordings, audio recordings, names, stated affiliations, or other details about the student.

Outside Agencies

Outside agencies include any member of the media or outside group who wish to record students and use those recordings outside the school. Examples include: local and regional newspapers; radio; television; news or event websites; local community service groups that wish to recognize a student for an award; and a local sports organization that wishes to showcase a student in a promotional brochure, etc.

Monitoring

- The Superintendent of Schools is responsible for the implementation, monitoring and revision of this administrative procedure.
- This administrative procedure will be monitored annually.

Superintendent Approved: December 12/07
Ref: BP 101.6, AP 101.6 Appendix A
Monitoring Date: Annually
Revised: May 4/11, October 9/12, August 19/15