

STUDENT SURVEYS AND MARKETING INFORMATION

From time to time, M.S.A.D. No. 75 may administer surveys to students in the course of developing and evaluating programs and services offered in the schools. The District will comply with the federal Protection of Pupil Rights Act and applicable regulations concerning the administration of surveys and the use of personal information about students for marketing purposes as outlined in this policy.

Parental Consent to Surveys

No student shall be required to participate in a survey receiving funding under U.S. Department of Education programs that reveals the following information without prior notice to and written consent of parents and guardians:

- Political affiliations or beliefs of the student or student's parents;
- Mental or psychological problems of student or student's family;
- Sex behavior or attitudes;
- Illegal, anti-social, self-incriminating, or demeaning behavior;
- Critical appraisals of other individuals with whom respondents have close family relationships;
- Legally recognized privileged or analogous relationships, such as those of lawyers, physicians, and ministers;
- Religious practices, affiliations or beliefs of the student or the student's parents, or
- Income (other than that required by Law to determine eligibility for participating in a program or for receiving financial assistance under such a program).

In cases of surveys not funded under the U.S. Department of Education programs, parents/guardians will receive prior notice of the survey and their right to opt-out. Parents/guardians may request that their child not participate in a particular survey by submitting a written request to the Superintendent or other appropriate administrator within 14 days of receiving notice.

Notice to Parents Regarding Surveys

Parents/guardians will be provided with a copy of this policy at the beginning of each school year, and within a reasonable time if substantive changes are made to the policy by the Board. If actual or expected dates of surveys have been scheduled when the policy is distributed, parents/guardians of affected students will be notified at that time. If surveys are scheduled after the start of the school year, parents/guardians will be provided with reasonable notice before the survey is administered.

Procedure for Inspection of Surveys/Instructional Materials

Parents and guardians have the right to inspect any survey or related instructional material created by a third party before it is distributed or administered to students. Parents may also inspect any instructional materials, including teacher manuals, films, tapes, or other supplementary material which will be used in connection with any survey.

Parents/guardians may request to inspect surveys or related instructional material by submitting a request in writing to the Superintendent of Schools or other appropriate administrator within fourteen (14) days of receiving notice that a survey is to be administered. The Superintendent or designee shall make arrangements for the parent/guardian to inspect the survey and/or materials within a reasonable time prior to the scheduled date for the survey.

Use of Student Personal Information for Marketing Purposes

M.S.A.D. No. 75 does not collect, use or disseminate personal information about students for marketing or commercial purposes. This policy does not prevent the collection, use or dissemination of personal information collected from students for the exclusive purpose of developing, evaluating or providing educational products or services for or to students or schools (including but not limited to tests and assessments, sale by students or products or services to raise funds for school-related purposes, student recognition programs and book clubs or magazines.)

FIRST READING:	November 6, 2003
SECOND READING:	November 20, 2003
ADOPTION:	November 20, 2003