



September 14, 2012

Ms. Alison Cancilliari  
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Summit Academy North  
30100 Olmstead  
Flatrock, MI 48134

Dear Alison:

RE: Final Spring 2012 Board Policy Updates

As previously indicated, the final pdf copy of the Board approved **Spring 2012** updates to Summit Academy North Board policy manuals is attached. To assist you in managing the manuals, the enclosed sheet identifies policies to remove and new pages to add to your manuals. Keeping your manuals current with the new pages is an asset the Board will find invaluable as it carries out its governance responsibilities.

The National Charter Schools Institute is privileged to assist Summit Academy North through the Update Service program. Thank you for this opportunity. We look forward to continuing our combined efforts to optimize performance in public charter schools.

Sincerely,

A handwritten signature in black ink that reads "Angela L. Irwin". The signature is written in a cursive, flowing style.

Angela Irwin  
Vice President – Programs and Services

Enclosures

**SUMMIT ACADEMY NORTH  
FINAL SPRING 2012 UPDATES**

**REMOVE (and discard):**

**ADD**

Index 0000, all

Index 0000, all, revised on 5/22/12  
Policy #0120, all, revised on 5/22/12

Index 5000, all

Index 5000, all, revised on 5/22/12  
Policy #5510, all, revised on 5/22/12

Index 7000, all

Index 7000, all, revised on 5/22/12  
Policy #7530.01V5, all, revised on 5/22/12  
Policy #7540.03, all, revised on 5/22/12  
Policy #7540.04, all, revised on 5/22/12

Index 8000, all  
Policy #8470, all

Index, 8000, all revised on 5/22/12  
Policy #8330, all revised on 5/22/12

Index 9000, all

Index 9000, all, revised on 5/22/12  
Policy #9700, all, revised on 5/22/12  
Policy #9700.01, all, revised on 5/22/12

Table of Contents, all

Table of Contents, all revised 5/22/12

If you have any questions, feel free to call me. Thank you for the opportunity to be of service.

0000 **BOARD OPERATING POLICY**

0110 **Official Description**

- 0111 Name
- 0112 Purpose
- 0115 Address

0120 **Powers and Philosophy**

- 0121 Authority
- 0122 Board Powers

0130 **Functions**

- 0131 Legislative
- 0131.1 Charter Contract Bylaws and Board Operating Policies
- 0132 Executive
- 0132.1 Selection of School Leader
- 0132.2 Administrative Guidelines BP
- 0133 Judicial

0140 **Membership**

- 0141 Number
- 0142 Appointment
- 0142.1 Term
- 0142.2 Oath
- 0142.3 Vacancies BP
- 0142.31 Filling a Board Vacancy BP
- 0142.4 Orientation BP
- 0143 Authority
- 0143.1 Public Expression of Board Members BP
- 0144 Operations
- 0144.1 Compensation
- 0144.11 Reimbursement of Expenses L
- 0144.2 Board Member Ethics BP
- 0144.3 Conflict of Interest BP
- 0144.4 Indemnification BP
- 0145 Discriminatory Harassment

0150 **Organization**

- 0151 Annual Organizational Meeting
- 0152 Officers
- 0154 Annual Organizational Meeting Agenda (Motions)
- 0155 Committees

**Legend:**

- L = Legally Required (if applicable)
- BP = Best Practice

0160	<b>Meetings</b>	
0161	Parliamentary Authority	
0162	Quorum	
0163	Presiding Officer	
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0164.2	Special Meetings	
0164.3	Emergency Meetings	
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0165.1	Posting Notice of Regular Meetings	BP
0165.2	Change of Regular Meetings	BP
0165.3	Posting Notice of Special Meetings	BP
0165.4	Posting Notice of Emergency Meetings	BP
0165.5	Recess	BP
0166	Agenda	
0167	Conduct	
0167.1	Voting	
0167.2	Closed Session	
0167.3	Public Participation at Board Meetings	
0167.4	Administrative Participation	BP
0167.5	Use of Electronic Mail	BP
0168	Minutes	BP
0168.1	Open Meeting	BP
0168.2	Closed Meeting	BP
0168.3	Committee Meetings	BP
0169	Student Disciplinary Hearings	BP
0169.1	Closed Session Requested	BP
0169.2	Open Hearing	BP
0170	<b>Duties</b>	
0171	Officers	
0171.1	President	
0171.2	Vice-President	
0171.3	Secretary	BP
0171.4	Treasurer	BP
0172	Legal Counsel	BP
0173	Independent Auditor	BP
0175	Association Memberships	BP
0175.1	Board Conferences, Conventions, and Workshops	BP
1000	<b>ADMINISTRATION</b>	
1110	Assessment of School's Goals	
1130	Conflict of Interest	BP
1210	Board – Designated School Leader Relationship	BP

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1220	Employment of the Designated School Leader	BP
1230	Responsibilities of the Designated School Leader	BP
1230.01	Development of Administrative Guidelines	BP
1240	Evaluation of the Designated School Leader	BP
1241	Termination of the Designated School Leader	BP
1260	Incapacity of the Designated School Leader	
1400	Job Descriptions	
1420	School Administrator Evaluation	L
1422.02	Nondiscrimination based on Genetic Information of the Employee	BP
1613	Student Supervision and Welfare	BP
<b>2000 PROGRAM</b>		
2105	Mission of the School	BP
2110	Our Vision	BP
2112	Parental Involvement	L
2120	School Improvement	
2210.01	Right to Inspect Instructional Materials	BP
2220	Adoption of Courses of Study	BP
2221	Mandatory Courses	BP
2225	Students with Limited English Proficiency	BP
2231	Curriculum	BP
2232	Nondiscrimination and Access to Equal Educational Opportunity	L
2260.01	Section 504/ADA Prohibition Against Discrimination Based on Disability	L
2261	Title I Services	
2261.01	Parent Participation in Title I Programs	BP
2261.02	Title I – Parent’s Right to Know	BP
2261.03	Federal School Improvement Plan	L
2270	Religion in the Curriculum	BP
2271	Post Secondary Enrollment Option Program	BP
2330	Homework	BP
2340	Field and Other School-Sponsored Trips	BP
2370	Educational Options	BP
2412	Homebound Instruction Program	BP
2413	Health Education Program	BP
2414	Reproductive Health and Family Planning	BP
2416	Student Privacy and Parental Access to Information (FERPA)	L
2430	School-Sponsored Clubs and Activities	BP
2431	Interscholastic Athletics	L
2432	Driver Education	L
2433	Operation of a Child Care Center or Before/After School Program	L
2434	School Nurses and School Health Programs	L
2460	Education of Children with Disabilities	L

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2460.02	Least Restrictive Environment (LRE) Position Statement	L
2521	Selection of Instructional Materials and Equipment	BP
2531	Copyrighted Works	BP
2700	Combined P.A. 25 Annual Report and NCLB Report Card	BP
<b>3000</b>	<b>STAFF</b>	
3110	Anti-Nepotism Policy	BP
3112	Board-Staff Communications	BP
3120	Employment of Staff	
3120.04	Employment of Substitutes	BP
3120.10	Job Sharing	BP
3121	Criminal History Record Check	BP
3121.01	Criminal Conviction Review	BP
3122	Anti-Discrimination	L
3122.01	Drug Free Workplace	L
3122.02	Non-Discrimination Based on Genetic Information of the Employee	L
3122.02B	Non-Discrimination Against State Universities in Student Teaching, Hiring and Counselor Recommendations	L
3122.03	Employee Handbook and Treatment of Salaried & Non-Salaried Employees	BP
3139	Staff Discipline	BP
3140	Termination and Resignation	BP
3150	Employee Absences	BP
3160	Physical Examination	BP
3161	Involuntary Leave of Absence	BP
3162	Drug and Alcohol Testing of CDL License Holders	BP
3210	Staff Ethics	BP
3213	Student Supervision and Welfare	BP
3214	Staff Gifts	BP
3215	Use of Tobacco by Staff	L
3217	Weapons	BP
3220	Staff Evaluation	L
3231	Outside Activities of Staff	BP
3243	Professional Meetings	BP
3310	Freedom of Speech in Non-instructional Settings	BP
3362	Anti-Harassment	L
3362.01	Threatening Behavior toward Staff Members	L
3362.02	Workplace Safety	
3419	Group Health Plans	BP
3430.01	Family and Medical Leaves of Absence (FMLA)	BP
3437.01	Military Leave	BP
3440	Job-Related Expenses	BP

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5000 **STUDENTS**

5111	Admission of Students	L
5111.01	Homeless Students	L
5111.02	Educational Opportunity for Military Children	L
5112	School Choice Options Provided by the <i>No Child Left Behind Act</i>	BP
5114A	Foreign Students on Visa	BP
5130	Withdrawal from the School	BP
5200	Attendance	BP
5215	Missing and Absent Children	BP
5230	Late Arrival and Early Dismissal	BP
5310	Health Services	BP
5330	Use of Medications	L
5340	Student Accidents	BP
5341	Emergency Medical Authorization	BP
5350	Student Suicide	BP
5410	Promotion, Placement, and Retention	BP
5420	Reporting Student Progress	BP
5421	Grading	BP
5430	Class Rank	BP
5451	Student Recognition	BP
5460	Graduation Requirements	BP
5463	Credits from Nonpublic Schools	BP
5464	Early Graduation	BP
5500	Student Conduct	BP
5510	Students – Sex Offender Registry; Criminal Convictions	BP
5511	Dress and Grooming	BP
5514.01	Student Use of Motor Vehicles	BP
5516	Student Hazing	L
5517	Anti-Harassment	L
5517.01	Bullying and Other Aggressive Behavior toward Students	L
5520	Disorderly Conduct	BP
5530	Drug Free Environment	L
5532	Performance-Enhancing Drugs/Compounds	L
5540	Interrogation of Students	BP
5600	Student Discipline	BP
5610	Emergency Removal, Suspension & Expulsion of Students	L
5630.01	Student Seclusion and Restraint	L
5722	School-Sponsored Publications and Productions	BP
5771	Search and Seizure	BP
5772	Possession of Weapons	BP
5780	Student/Parent Rights	BP

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5830	Student Fund-Raising	BP
5850	Social Events	BP
5895	Student Employment	BP
<b>6000</b>	<b>FINANCES</b>	
6110	Federal Funds	BP
6144	Investments	L
6151	Bad Checks	BP
6152	Student Fees, Fines, and Supplies	BP
6220	Budget Preparation	BP
6230	Budget Hearing	BP
6231	Budget Implementation	BP
6320	Purchasing	L
6423	Credit Card Policy	BP
6440	Cooperative Purchasing	BP
6620	Petty Cash	BP
6700	Fair Labor Standards Act (FLSA)	L
6800	System of Accounting	BP
6850	Public Disclosure and Reporting	L
<b>7000</b>	<b>PROPERTY</b>	
7217	Weapons	L
7230	Gifts, Grants, and Bequests	BP
7310	Disposition of Surplus Property	BP
7410	Maintenance	BP
7430	Safety Standards	BP
7434	Use of Tobacco on School Premises	L
7440	Facility Security	BP
7440.01	Video Surveillance and Electronic Monitoring	BP
7450	Property Inventory	BP
7455	Accounting System for Fixed Assets	BP
7510	Use of School Facilities	BP
7530	Technology Privacy	BP
7530.01	Staff Use of Wireless Communications Devices	BP
7540.02	School Web Page	BP
7540.03	Student Network and Internet Acceptable Use and Safety	L
7540.04	Staff Network and Internet Acceptable Use and Safety	L
7540.05	Electronic Mail	BP
7541	Electronic Data processing disaster Recovery Plan	BP

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**8000 OPERATIONS**

8210	School Calendar	
8220	School Day	
8310	Public Records	L
8310.01	Enhanced Access to Public Records	L
8315	Information Management	BP
8320	Personnel Files	BP
8330	Student Records	BP
8350	Confidentiality	BP
8351	Breach of Confidential Information	BP
8400	School Safety Information	L
8401	Fire Safety and Fire Department Notification	L
8405	Environmental Health and Safety Issues	BP
8405.01	Integrated Pest Management	L
8410	Crisis Intervention	BP
8420	Emergency Evacuation at the School	BP
8431	Preparedness for Toxic Hazards and Asbestos Hazard	L
8442	Reporting Accidents	BP
8450	Control of Casual-Contact Communicable Diseases	BP
8450.01	Pediculosis (Head Lice)	BP
8452	Automatic External Defibrillators (AED)	BP
8453	Direct Contact Communicable Diseases	BP
8453.01	Control of Blood-Borne Pathogens	BP
8462	Student Abuse and Neglect	BP
8510	Wellness	L
8540	Vending Machines	L*
8660	Transportation by Private Vehicle	BP
8710	Insurance	BP
8760	Student Accident Insurance	BP
8800	Religious/Patriotic Ceremonies and Observances	BP

**9000 RELATIONS**

9111	Telephone Communications	BP
9120	School Information Program	BP
9130	Public Complaints	BP
9150	School Visitors	BP
9160	Public Attendance at School Events	BP
9211	School Support Organizations	BP
9250	Parent/Guardian Review of Instructional Materials and Observation of Instructional Activities	L

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9500	Relations with Educational Institutions and Organizations	BP
9555	Partnerships with Business	BP
9700	Relations with Special Interest Groups	BP
9700.01	Advertising and Commercial Activities	BP
9710	Volunteers	BP

**\*This policy is only legally required if the Academy serves food to students and receives direct or indirect federal aid for the program.**

Adopted: 8/1/11

Revised: 2/6/12; 9/5/12

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- 0161 Parliamentary Authority
- 0162 Quorum
- 0163 Presiding Officer
- 0164 Call
- 0164.1 Regular Meetings
- 0164.2 Special Meetings
- 0164.3 Emergency Meetings
- 0165 Notice BP

0165.1	Posting Notice of Regular Meetings	BP
0165.2	Change of Regular Meetings	BP
0165.3	Posting Notice of Special Meetings	BP
0165.4	Posting Notice of Emergency Meetings	BP
0165.5	Recess	BP
0166	Agenda	
0167	Conduct	
0167.1	Voting	
0167.2	Closed Session	
0167.3	Public Participation at Board Meetings	
0167.4	Administrative Participation	BP
0167.5	Use of Electronic Mail	BP
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0168.3	Committee Meetings	BP
0169	Student Disciplinary Hearings	BP
0169.1	Closed Session Requested	BP
0169.2	Open Hearing	BP
0170	<b>Duties</b>	
0171	Officers	
0171.1	President	
0171.2	Vice-President	
0171.3	Secretary	
0171.4	Treasurer	
0172	Legal Counsel	BP
0173	Independent Auditor	BP
0175	Association Memberships	BP
0175.1	Board Conferences, Conventions, and Workshops	BP

Adopted: 8/1/11  
Revised: 9/5/12

## **POWERS AND PHILOSOPHY**

### **0121 Authority**

The supervision of this School shall be conducted by the Board of Directors, hereinafter referred to as the Board, constituted and governed by the laws of the State of Michigan and the Charter Contract.

MCL 380.1201 et seq.

### **0122 Board Powers**

This School shall operate as a public school academy, pursuant to the provisions of the Charter Contract and applicable laws. The Board of Directors has all of the rights, powers, and duties expressly stated in the law and the Charter Contract. The Board may exercise power incidental to, or appropriate to, the operation of the School, including, but not limited to, all of the following:

- A. Educate Students. In addition to educating students in the grades and subjects authorized in the Charter Contract, the Board may operate preschool, adult education, and GED testing preparation programs, if specified in the Charter Contract.
- B. Provide for the safety and welfare of students while at the School, at a School-sponsored activity, or while en-route to or from the School or a School-sponsored activity.
- C. Acquire, construct, maintain, repair, renovate, dispose of, or convey School property, facilities, equipment, technology, or furnishings.
- D. In accordance with its Charter Contract and with an Educational Service Provider: to hire, contract for, schedule, supervise, or terminate employees, independent contractors, and others to carry out Academy operations. The Board may contract with the Educational Service Provider to provide educational, administrative and other services and to exercise certain of said powers. The rights, responsibilities and obligations of the school and the Educational Service Provider are set forth in the agreement between the Board and the Educational Service Provider. The Academy's policies and procedures are not intended to modify any of the terms of such a contract.
- E. Receive, account for, invest, or expend School money; borrow money and pledge School funds for repayment; and qualify for State-School Aid and other public or private money from local, regional, State, or Federal sources. The School may enter into agreements or cooperative arrangements with other entities, public or private and may join organizations that assist in performing the functions of the School.

The Board has authority, based on statute, to make decisions regarding the following subjects:

- F. The policyholder of the Academy's group insurance program. (If the Board employs staff.)

- G. The starting day for the school year and the amount of student contact time to receive full State school aid.
- H. The composition of the Academy's site-based, decision-making groups or school-improvement committee(s).
- I. Contracting with outside parties for non-instructional support services including the procedures for obtaining a contract, the identity of the outside party, and the impact on individual staff members.
- J. Use of volunteers.
- K. Decisions regarding the use of experimental or pilot programs including staffing, use of technology, provision of the technology, and the impact on individual staff members.
- L. Compensation or reimbursement of a staff member for monetary penalties imposed on the staff member under M.C.L. 423.201, 202, 206, and 215. (If the Board employs staff)
- M. Any decision regarding the placement of teachers, or the impact of that decision on an individual employee.
- N. Decisions about the development, content, standards, procedures, adoption and implementation of a performance evaluation system under M.C.L. 380.1249 for teachers and administrators. (If the Board employs staff.)
- O. Decisions concerning the content of a teacher's or administrator's performance evaluation or the impact of such decision. (If the Board employs staff.)
- P. Decisions concerning the classroom observation of an individual teacher, and the impact of such decision on an individual teacher. (if the Board employs staff.)
- Q. Decisions about the development, content, standards, procedures, adoption and implementation of the method of performance based compensation for teachers and administrators in accordance with M.C.L. 380.1250. (If the Board employs staff.)
- R. Decisions about how performance evaluation is used to determine the performance based compensation for teachers and administrators. (If the Board employs staff.)

M.C.L. 380.503, 380.504a, 380.1225, 423.215

Adopted: 8/1/11  
Revised: 9/5/12

5000 **STUDENTS**

5111	Admission of Students	L
5111.01	Homeless Students	L
5111.02	Educational Opportunity for Military Children	L
5112	School Choice Options Provided by the <i>No Child Left Behind Act</i>	BP
5114A	Foreign Students on Visa	BP
5130	Withdrawal from the School	BP
5200	Attendance	BP
5215	Missing and Absent Children	BP
5230	Late Arrival and Early Dismissal	BP
5310	Health Services	BP
5330	Use of Medications	L
5340	Student Accidents	BP
5341	Emergency Medical Authorization	BP
5350	Student Suicide	BP
5410	Promotion, Placement, and Retention	BP
5420	Reporting Student Progress	BP
5421	Grading	BP
5430	Class Rank	BP
5451	Student Recognition	BP
5460	Graduation Requirements	L
5463	Credits from Nonpublic Schools	BP
5464	Early Graduation	BP
5500	Student Conduct	BP
5510	Students – Sex Offender Registry; Criminal Convictions	BP
5511	Dress and Grooming	BP
5514.01	Student Use of Motor Vehicles	BP
5516	Student Hazing	L
5517	Anti-Harassment	L
5517.01	Bullying and Other Aggressive Behavior toward Students	L
5520	Disorderly Conduct	BP
5530	Drug Free Environment	L
5532	Performance-Enhancing Drugs/Compounds	L
5540	Interrogation of Students	BP
5600	Student Discipline	BP
5610	Emergency Removal, Suspension & Expulsion of Students	L
5630.01	Student Seclusion and Restraint	L
5722	School-Sponsored Publications and Productions	BP
5771	Search and Seizure	BP
5772	Possession of Weapons	BP
5780	Student/Parent Rights	BP
5830	Student Fund-Raising	BP
5850	Social Events	BP
5895	Student Employment	BP

BOARD OF DIRECTORS  
SUMMIT ACADEMY NORTH

STUDENTS  
5000/page 2 of 2

Adopted: 8/1/11  
Revised: 2/6/12; 9/5/12



## **STUDENTS – SEX OFFENDER REGISTRY; CRIMINAL CONVICTIONS**

Reference: MCL 28.721 et al.

Students who are convicted of criminal conduct which requires their listing on the State's Sexual Offender Registry, shall be prohibited from participating in:

- A. all extracurricular activities;
- B. all in-school activities which deal with younger students, such as tutoring, classroom assistance, coaching, etc.;
- C. after school social activities, such as attendance at school-sponsored clubs, dances, athletic events, musical or theatrical performances, or outside clubs or activities, which meet on school property, such as Girl or Boy Scouts, non-school athletics or religious and/or political groups.
- D. activities as designated in writing by the School Leader

Any exceptions to the above exclusions must be approved by the designated Administrator.

Any exceptions must be confirmed in writing by the authorizing individual, and must specifically state any requirements for participation, such as parental or adult supervision. The writing shall be provided to the parent and student. Exceptions may be revoked at any time, with cause.

The School Leader may also adjust the student's classes and schedule to provide for adequate supervision and student safety during the school day.

Additional restrictions on in-school activity and student contacts may be implemented by the building's principal with approval from the Administrator. Such restrictions shall be based on student/school safety and/or maintaining an appropriate educational environment. Restrictions will be in writing and provided to the student, parents/guardian and those staff with a need to know.

Such students shall only be on school premises as necessary for normal instructional purposes, or as permitted under any exceptions granted by the School. Students shall not arrive earlier than necessary and shall leave promptly upon completion of their approved attendance.

Students who have been convicted of a crime shall be reviewed by the School administration for possible limitation of school related activities consistent with the nature of the crime and the interest of the School in maintaining school safety.

Adopted: 8/1/11  
Revised: 9/5/12

7000 **PROPERTY**

7217	Weapons	L
7230	Gifts, Grants, and Bequests	BP
7310	Disposition of Surplus Property	BP
7410	Maintenance	BP
7430	Safety Standards	BP
7434	Use of Tobacco on School Premises	L
7440	Facility Security	BP
7440.01	Video Surveillance and Electronic Monitoring	BP
7450	Property Inventory	BP
7455	Accounting System for Fixed Assets	BP
7510	Use of School Facilities	BP
7530	Technology Privacy	BP
7530.01	Staff Use of Wireless Communications Devices	BP
7540.02	School Web Page	BP
7540.03	Student Network and Internet Acceptable Use and Safety	BP
7540.04	Staff Network and Internet Acceptable Use and Safety	L
7540.05	Electronic Mail	
7541	Electronic Data Processing/Information System Disaster Recovery Plan	BP

Adopted: 8/1/11

Revised: 9/5/12

## **STAFF USE OF WIRELESS COMMUNICATION DEVICES**

The Board of Directors will provide wireless communication devices ("WCD") (i.e. cellular and wireless telephones, pagers/beepers, personal digital assistants (PDAs) BlackBerries/Smartphones, WiFi-enabled or broadcast access devices, etc.) to employees who by the nature of their job have a routine and continuing business need for the use of such devices for official Board business. WCDs are provided as a tool to conduct Board business and to enhance business efficiencies. WCDs are not a personal benefit and shall not be a primary mode of communication, unless they are the most cost-effective means to conduct Board business (i.e. because some wireless services plan are billed on a time-used basis, Board-owned WCDs should not be used if a less costly alternative method of communication is safe, convenient and readily available).

Wireless service plans are expected to be set at the minimum level that fulfills the business need for the position in question. The wireless service plan that is selected for an employee should be the one that provides a combination of services including number of minutes, coverage, and local call zone most nearly matching the employee's recurring business needs as well as whether or not the service plan includes text messaging, instant message and/or e-mail capability, and ability to access the Internet. If the wireless plan is based on minutes used for calls made or includes a charge regarding e-mail or instant messages, the smallest plan available to accommodate the particular business need shall be utilized.

The Board shall approve the School Leader's recommendation regarding the type and level of wireless service appropriate for each staff member listed above. In all cases, the School Leader shall take the steps necessary to secure the most economical and responsible service available.

Thereafter, an annual review of the service plans available shall be made to determine if the Academy's wireless service plans are the most economical and responsible available. Additionally, at least once annually, the School Leader shall review the employee's actual usage (i.e. type and level of service) with the employee and, if warranted, authorize the acquisition of a different WCD and/or selection of a different on wireless service plan that more nearly matches the employee's recurring business needs. Any such change in provider and/or necessary adjustments to individual staff member's devices and/or service plans shall be presented to the Board for consideration and approval.

Possessing a Board-owned WCD is a privilege and all staff members are expected to use them appropriately and responsibly. Employees are responsible for managing the cost effectiveness of WCD use by utilizing assigned landline and/or designated computers as available and appropriate. Employees should know that using a WCD to place calls outside the immediate area might result in roaming charges, in addition to long distance and regular charges, and that the Board is charged for both outgoing and incoming calls.

In order to continue to be eligible to receive a Board-owned WCD, staff members are required to answer all calls on his/her WCD and promptly respond to any messages.

The School Leader shall develop Administrative Procedures to ensure the proper implementation of this policy. The procedures shall encompass the following:

- A. Employees' responsibilities;
- B. Safe use of wireless communication devices;

- C. Duty to maintain confidentiality of student personally identifiable information – public and student record requirements;
- D. Privacy issues; and
- E. Potential disciplinary action/cancellation of Board-owned WCD.

Adopted: 9/5/12

## **STUDENT NETWORK AND INTERNET ACCEPTABLE USE AND SAFETY**

Source: P.L. 106-554, Children's Internet Protection Act of 2000  
P.L. 110-385, Title II, Protecting Children in the 21st Century Act 18 USC 1460  
18 USC 2246  
18 USC 2256  
20 USC 6777, 9134 (2003)  
20 USC 6801 et seq., Part F, Elementary and Secondary Education Act of 1965, as amended (2003)  
47 USC 254(h), (1), Communications Act of 1934, as amended (2003)  
47 C.F.R. 54.520

Advances in telecommunications and other related technologies have fundamentally altered the ways in which information is accessed, communicated, and transferred in our society. Such changes are driving the need for educators to adapt their means and methods of instruction, and the way they approach student learning, to harness and utilize the vast, diverse, and unique resources available on the Internet. The Board of Directors is pleased to provide Internet service to its staff. The Board encourages staff to utilize the Internet in order to promote educational excellence in our schools by providing them with the opportunity to develop the resource sharing, innovation, and communication skills and tools which will be essential to life and work in the 21<sup>st</sup> century. The Board encourages the faculty to develop the appropriate skills necessary to effectively access, analyze, evaluate, and utilize these resources. The instructional use of the Internet will be guided by the Board's policy on Instructional Materials.

The School's Internet system has not been established as a public access service or a public forum. The Board has the right to place restrictions on its use to assure that use of the School's Internet system is in accord with its limited educational purpose. Student use of the School's computers, network, and Internet services (Network) will be governed by this policy and the related administrative guidelines, and any applicable employment contracts and collective bargaining agreements. The due process rights of all users will be respected in the event there is a suspicion of inappropriate use of the Network. Users have no right or expectation to privacy when using the Network including, but not limited to, privacy in the content of their personal files, e-mails, and records of their online activity while on the Network.

The Internet is a global information and communication network that provides students and staff with access to up-to-date, highly relevant information that will enhance their learning and the education process. Further, the Internet provides students and staff with the opportunity to communicate with other people from throughout the world. Access to such an incredible quantity of information and resources brings with it, however, certain unique challenges and responsibilities.

First, and foremost, the Board may not be able to technologically limit access to services through the Academy's Internet connection to only those services and resources that have been authorized for the purpose of instruction, study and research related to the curriculum. Unlike in the past when educators and community members had the opportunity to review and screen materials to assess their appropriateness for supporting and enriching the curriculum according to adopted procedures and reasonable selection criteria (taking into account the varied instructional needs, learning styles, abilities, and developmental levels of the students who would be exposed to them), access to the Internet, because it serves as a gateway to any publicly available file server in the world, will open classrooms and students to electronic information resources which have not been screened by educators for use by students of various ages.

Pursuant to Federal law, the Board has implemented technology protection measures which block/filter Internet access to visual displays that are obscene, child pornography or harmful to minors. The Academy utilizes software and/or hardware to monitor online activity of students to restrict access to child pornography and other material that is obscene, objectionable, inappropriate and/or harmful to minors. Nevertheless, parents/guardians are advised that a determined user may be able to gain access to services on the Internet that has not been authorized for educational purposes. In fact, it is impossible to guarantee students will not gain access through the Internet to information and communications that they and/or their parents/guardians may find inappropriate, offensive, objectionable or controversial. Parents/Guardians assume risks by consenting to allow their child to participate in the use of the Internet. Parents/Guardians of minors are responsible for setting and conveying the standards that their children should follow when using the Internet. The Academy supports and respects each family's right to decide whether to apply for independent student access to the Internet.

The Administrator, Technology Director or designee or may disable the technology protection measure to enable access for bona fide research or other lawful purposes.

The School Leader is directed to prepare procedures which address students' safety and security while using e-mail, chat rooms and other forms of direct electronic communications, and prohibit disclosure of personal identification information of minors and unauthorized access (e.g., "hacking"), cyberbullying and other unlawful or inappropriate activities by minors online.

Pursuant to Federal law, students shall receive education about the following:

- A. safety and security while using e-mail, chat rooms, social media, and other forms of direct electronic communications;
- B. the dangers inherent with the online disclosure of personally identifiable information;
- C. the consequences of unauthorized access (e.g., "hacking") cyberbullying and other unlawful or inappropriate activities by students online; and
- D. unauthorized disclosure, use, and dissemination of personal information regarding minors.

The Board directs the Educational Service Provider to implement procedures regarding the appropriate use of technology and online safety and security as specified above. Furthermore, the Educational Service Provider will implement monitoring procedures for the online activities while students are at school.

Monitoring may include, but is not necessarily limited to, visual observations of online activities during class sessions; or use of specific monitoring tools to review browser history and network, server, and computer logs.

The Educational Service Provider is responsible for providing training so that Internet users under their supervision are knowledgeable about this policy and its accompanying procedures. The Board expects that staff members will provide guidance and instruction to students in the appropriate use of the Internet. Such training shall include, but not be limited to, education concerning appropriate online behavior, including interacting with other individuals on social networking websites and in chat rooms, and cyberbullying awareness and response. All Internet users (and their parents if they are minors) are required to sign a

written agreement to abide by the terms and conditions of this policy and its accompanying procedures.

Students and staff members are responsible for good behavior on the Academy's computers/network and the Internet just as they are in classrooms, school hallways, and other school premises and school sponsored events. Communications on the Internet are often public in nature. General school rules for behavior and communication apply. The Board does not sanction any use of the Internet that is not authorized by or conducted strictly in compliance with this policy and its accompanying procedures.

Students shall not access social media for personal use from the School's network but shall be permitted to access social media for educational use in accordance with their teacher's approved plan for such use.

Users who disregard this policy and its accompanying guidelines may have their use privileges suspended or revoked, and disciplinary action taken against them. Users granted access to the Internet through the Academy's computers assume personal responsibility and liability, both civil and criminal, for uses of the Internet not authorized by this Board policy and its accompanying guidelines.

The Board designates the Educational Service Provider as the persons responsible for initiating, implementing, and enforcing this policy and its accompanying procedures as they apply to the use of the Network and the Internet for instructional purposes.

Adopted: 8/1/11  
Revised: 9/5/12

## **STAFF NETWORK AND INTERNET ACCEPTABLE USE AND SAFETY**

Reference: P.L. 106-554, Children's Internet Protection Act of 2000  
P.L. 110-385, Title II, Protecting Children in the 21st Century Act  
18 USC 1460  
18 USC 2246  
18 USC 2256  
20 USC 6777, 9134 (2003)  
20 USC 6801 et seq., Part F, Elementary and Secondary Education Act of 1965, as amended (2003)  
47 USC 254(h), (1), Communications Act of 1934, as amended (2003)  
47 C.F.R. 54.520

Advances in telecommunications and other related technologies have fundamentally altered the ways in which information is accessed, communicated, and transferred in our society. Such changes are driving the need for educators to adapt their means and methods of instruction, and the way they approach student learning, to harness and utilize the vast, diverse, and unique resources available on the Internet. The Board of Directors is pleased to provide Internet service to staff. The Board encourages staff to utilize the Internet in order to promote educational excellence in our school by providing them with the opportunity to develop the resource sharing, innovation, and communication skills and tools which will be essential to life and work in the 21<sup>st</sup> century. The Board encourages the faculty to develop the appropriate skills necessary to effectively access, analyze, evaluate, and utilize these resources. The instructional use of the Internet will be guided by the Board's policy on Instructional Materials.

The School's Internet system has not been established as a public access service or a public forum. The Board has the right to place restrictions on its use to assure that use of the School's Internet system is in accord with its limited educational purpose. Student use of the School's computers, network, and Internet services (Network) will be governed by this policy and the related administrative guidelines, and any applicable employment contracts and collective bargaining agreements. The due process rights of all users will be respected in the event there is a suspicion of inappropriate use of the Network. Users have no right or expectation to privacy when using the Network including, but not limited to, privacy in the content of their personal files, e-mails, and records of their online activity while on the Network.

The Internet is a global information and communication network that provides an incredible opportunity to bring previously unimaginable education and information resources to our students. The Internet connects computers and users in the School with computers and users worldwide. Through the Internet, students and staff can access up-to-date, highly relevant information that will enhance their learning and the education process. Further, the Internet provides students and staff with the opportunity to communicate with other people from throughout the world. Access to such an incredible quantity of information and resources brings with it, however, certain unique challenges and responsibilities.

First, and foremost, the Board may not be able to technologically limit access to services through the Academy's Internet connection to only those services and resources that have been authorized for the purpose of instruction, study and research related to the curriculum. Unlike in the past when educators and community members had the opportunity to review and screen materials to assess their appropriateness for supporting and enriching the curriculum according to adopted guidelines and reasonable selection criteria (taking into



account the varied instructional needs, learning styles, abilities, and developmental levels of the students who would be exposed to them), access to the Internet, because it serves as a gateway to any publicly available file server in the world, will open classrooms and students to electronic information resources which have not been screened by educators for use by students of various ages.

Pursuant to Federal law, the Board has implemented technology protection measures which block/filter Internet access to visual displays that are obscene, child pornography or harmful to minors. The Board utilizes software and/or hardware to monitor online activity of staff members to restrict access to child pornography and other material that is obscene, objectionable, inappropriate and/or harmful to minors

The technology protection measures may not be disabled at any time that students may be using the Network, if such disabling will cease to protect against access to materials that are prohibited under the Children's Internet Protection Act. Any staff member who attempts to disable the technology protection measures will be subject to disciplinary action, up to and including termination.

The School Leader is directed to prepare procedures which address students' safety and security while using e-mail, chat rooms and other forms of direct electronic communication, and prohibit disclosure of personal identification information of minors and unauthorized access (e.g., "hacking"), cyberbullying and other unlawful or inappropriate activities by minors online. Staff members are reminded that personally identifiable student information is confidential and may not be disclosed without prior written parental permission.

The Board directs the Educational Service Provider to initiate professional development programs in accordance with the provisions of law and this policy. Training shall include:

- A. the safety and security of students while using e-mail, chat rooms, social media and other forms of direct electronic communications;
- B. the inherent danger of students disclosing personally identifiable information online;
- C. the consequences of unauthorized access (e.g., "hacking"), cyberbullying and other unlawful or inappropriate activities by students or staff online; and
- D. unauthorized disclosure, use, and dissemination of personal information regarding minors.

Furthermore, the Board directs the Educational Service Provider to cause to provide instruction for students regarding the appropriate use of technology and online safety and security as specified above, and the Educational Service Provider will implement monitoring procedures for the online activities while students are at school.

Monitoring may include, but is not necessarily limited to, visual observations of online activities during class sessions; or use of specific monitoring tools to review browser history and network, server, and computer logs.

The disclosure of personally identifiable information about students online is prohibited.

Educational Service Provider is responsible for providing training so that Internet users under their supervision are knowledgeable about this policy and its accompanying procedures. The Board expects that guidance will be provided and instruction offered to students in the

appropriate use of the Internet. Such training shall include, but not be limited to, education concerning appropriate online behavior, including interacting with other individuals on social networking websites and in chat rooms, and cyberbullying awareness and response. All Internet users are required to sign a written agreement to abide by the terms and conditions of this policy and its accompanying procedures.

Staff members are responsible for good behavior on Board's computers/network and the Internet just as they are in classrooms, school hallways, and other school premises and school sponsored events. Communications on the Internet are often public in nature.

Staff members shall not access social media for personal use on the School's network, and shall access social media for educational use only after submitting a plan for that educational use and securing the Administrator's approval of that plan in advance.

General school rules for behavior and communication apply. The Board does not sanction any use of the Internet that is not authorized by or conducted strictly in compliance with this policy and its accompanying guidelines. Users who disregard this policy and its accompanying guidelines may have their use privileges suspended or revoked, and disciplinary action taken against them. Users granted access to the Internet through the Academy's computers assume personal responsibility and liability, both civil and criminal, for uses of the Internet not authorized by this policy and its accompanying guidelines.

### **Social Media Use**

Personal or private use of social media, such as Facebook, Twitter, MySpace, blogs, etc., may result in unintended consequences. While the Board respects employees First Amendment rights, those rights do not include permission to post inflammatory comments that could compromise the Academy's Mission, undermine staff relationships, or cause a substantial disruption to the school environment. This warning includes Academy personnel online conduct that occurs off school property, including from the Academy's personal or private computer. Postings to social media should be done in a manner sensitive to the staff member's professional responsibilities.

In addition, Federal and State confidentiality laws forbid schools and Academy employees from using or disclosing student education records without parental consent. See Policy 8330. Education records include a wide variety of information; posting personally identifiable information about students is not permitted. Academy personnel who violate State and Federal confidentiality laws or privacy laws related to the disclosure of confidential employee information may be disciplined.

The Board designates the Educational Service Provider as the administrators responsible for initiating, implementing, and enforcing this policy and its accompanying procedures as they apply to the use of the Network and the Internet for instructional purposes.

Adopted: 8/1/11  
Revised: 9/5/12

8000 **OPERATIONS**

8210	School Calendar	
8220	School Day	
8310	<b>Public Records</b>	<b>L</b>
8315	Information Management	BP
8320	Personnel Files	BP
8330	Student Records	BP
8350	Confidentiality	BP
8351	Breach of Confidential Information	BP
<b>8400</b>	<b>School Safety Information</b>	<b>L</b>
<b>8401</b>	<b>Fire Safety and Fire Department Notification</b>	<b>L</b>
8405	Environmental Health and Safety Issues	BP
<b>8405.01</b>	<b>Integrated Pest Management</b>	<b>L</b>
8410	Crisis Intervention	BP
8420	Emergency Situations at the School	BP
<b>8431</b>	<b>Preparedness for Toxic Hazards and Asbestos Hazard</b>	<b>L</b>
8442	Reporting Accidents	BP
8450	Control of Casual-Contact Communicable Diseases	BP
8450.01	Pediculosis (Head Lice)	BP
8452	Automatic External Defibrillators (AED)	BP
8453	Direct Contact Communicable Diseases	BP
8453.01	Control of Blood-Borne Pathogens	BP
8462	Student Abuse and Neglect	BP
<b>8510</b>	<b>Wellness</b>	<b>L</b>
8540	Vending Machines	BP
8660	Transportation by Private Vehicle	BP
8710	Insurance	BP
8760	Student Accident Insurance	BP
8800	Religious/Patriotic Ceremonies and Observances	BP

Adopted: 8/1/11

Revised: 9/5/12

## STUDENT RECORDS

Reference: MCL 380.1135  
Letter, April 6, 2004 Jeremy Hughes, Deputy Supt. Department of Education  
34 C.F.R. Part 99, 2002  
Section 444 of subpart of part C of the General Education Provisions Act Title IV of Public Law 90-247  
20 USC, Section 1232f through 1232i (FERPA)  
20 USC 1400 et seq., Individuals with Disabilities Education Improvement Act 20 USC 7165(b)  
26 USC 152  
20 USC 7908

In order to provide appropriate educational services and programming, the Board of Directors must collect, retain, and use information about individual students. Simultaneously, the Board recognizes the need to safeguard student's privacy and restrict access to student's personally identifiable information.

Student "personally identifiable information" includes, but is not limited to: the student's name; the name of the student's parent or other family members; the address of the student or student's family; a personal identifier, such as the student's social security number, student number, or biometric record; other indirect identifiers, such as the student's date of birth, place of birth, and mother's maiden name; other information that, alone or in combination, is linked or linkable to a specific student that would allow a reasonable person in the school community, who does not have personal knowledge of the relevant circumstances, to identify the student with reasonable certainty; or information requested by a person who the School reasonably believes knows the identity of the student to whom the education record relates.

The Board of Directors is responsible for maintaining records of all students attending this School. Only records mandated by the State or Federal government and/or necessary and relevant to the function of the School or specifically permitted by this Board will be compiled by Board employees. The Board hereby authorizes collection of the following student records, in addition to the membership record required by law: information obtained from professionally acceptable standard instruments of measurement such as: achievement tests, standardized intelligence tests, verified reports of serious or recurrent behavior patterns, rank in class and academic honors earned, psychological tests, attendance records, health records, and custodial arrangements. In all cases, permitted, narrative information in student records shall be objectively-based on the personal observation or knowledge of the originator.

Student records shall be available only to students and their parents, eligible students, and designated school officials who have a legitimate educational interest in the information, or to other individuals or organizations as permitted by law. The term "parents" includes legal guardians or other persons standing in loco parentis (such as a grandparent or stepparent with whom the child lives, or a person who is legally responsible for the welfare of the child). The term "eligible student" refers to a student who is eighteen (18) years of age or older or a student of any age who is enrolled in a postsecondary institution.

In situations in which a student has both a custodial and a noncustodial parent, both shall have access to the student's educational records unless stipulated otherwise by court order. In the case of eligible students parents will be allowed access to the records without the student's consent, provided the student is considered a dependent under section 152 of the Internal Revenue Code.

A school official is a person employed by the as an administrator, supervisor, teacher/instructor (including substitutes), or support staff member (including health or medical staff and law enforcement unit personnel); a person serving on the Board; a person or company with whom the Board has contracted to perform a special task (such as an attorney, auditor, or medical consultant); a contractor, consultant, volunteer or other party to whom the Board has outsourced a service otherwise performed by Board employees (e.g. a therapist); or a parent or student serving on an official committee, such as a disciplinary or grievance committee, or assisting another school official in performing his/her tasks (including volunteers).

"Legitimate educational interest" shall be defined as a "direct or delegated responsibility for helping the student achieve one (1) or more of the educational goals of the School" or if the record is necessary in order for the school official to perform an administrative, supervisory or instructional task or to perform a service or benefit for the student or the student's family. The Board directs that reasonable and appropriate methods (including but not limited to physical and/or technological access controls) are utilized to control access to student records and to make certain that school officials obtain access to only those education records in which they have legitimate educational interest.

The Board authorizes the administration to:

- A. forward student records, including any suspension and expulsion action against the student, on request to a school or school district in which a student of this School seeks or intends to enroll upon condition that the student's parents be notified of the transfer, receive a copy of the record if desired, and have an opportunity for a hearing to challenge the content of the record;
- B. provide "personally-identifiable" information to appropriate parties, including parents of an eligible student, whose knowledge of the information is necessary to protect the health or safety of the student or other individuals, if there is an articulable and significant threat to the health or safety of a student or other individuals, considering the totality of the circumstances;
- C. report a crime committed by a child with or without a disability to appropriate authorities and, with respect to reporting a crime committed by a student with a disability, to transmit copies of the student's special education records and disciplinary records including any suspension and expulsion action against the student to the authorities and school officials for their consideration;
- D. release de-identified records and information in accordance with Federal regulations;
- E. disclose personally identifiable information from education records, without consent, to organizations conducting studies "for, or on behalf of" the School for purposes of developing, validating or administering predictive tests, administering student aid programs, or improving instruction;

Information disclosed under this exception must be protected so that students and parents cannot be personally identified by anyone other than representative of the organization conducting the study, and must be destroyed when no longer needed for the study. In order to release

information under this provision, the School will enter into a written agreement with the recipient organization that specifies the purpose of the study. (See Form 8330 F14.)

1. specification of the purpose, scope, duration of the study, and the information to be disclosed;
2. a statement requiring the organization to use the personally identifiable information only to meet the purpose of the study;
3. a statement requiring the organization to prohibit personal identification of parents and students by anyone other than a representative of the organization with legitimate interests; and
4. a requirement that the organization destroy all personally identifiable information when it is no longer needed for the study, along with a specific time period in which the information must be destroyed.

While the disclosure of personally identifiable information without consent is allowed under this exception, it is recommended that whenever possible the administration either release de-identified information or remove the students' names and social security identification numbers to reduce the risk of unauthorized disclosure of personally identifiable information.

- F. disclose personally identifiable information from education records without consent, to authorized representatives of the Comptroller General, the Attorney General, and the Secretary of Education, as well as state and local educational authorities. The disclosed records must be used to audit or evaluate a federal or state supported education program, or to enforce or comply with Federal requirements related to those education programs. A written agreement between the parties is required under this exception. (See Form 8330 F16)

The Academy will verify that the authorized representative complies with FERPA regulations.

- G. request each person or party requesting access to a student's record to abide by the Federal regulations concerning the disclosure of information.

The Board will comply with a legitimate request for access to a student's records within a reasonable period of time but not more than forty-five (45) days after receiving the request or within such shorter period as may be applicable to students with disabilities. Upon the request of the viewer, a record shall be reproduced, unless said record is copyrighted, and the viewer may be charged a fee equivalent to the cost of handling and reproduction. Based upon reasonable requests, viewers of education records will receive explanation and interpretation of the records.

The Board shall maintain a record of those persons to whom information about a student has been disclosed. Such disclosure records will indicate the student, person viewing the record, information disclosed, date of disclosure, and date parental/eligible student consent was obtained (if required).

Only "directory information" regarding a student shall be released to any person or party, other than the student or his/her parent, without the written consent of the parent; or, if the

student is an eligible student, the written consent of the student, except those persons or parties stipulated by the Board policy and administrative guidelines and/or those specified in the law.

The Board shall exempt from disclosure directory information, as requested for the purpose of surveys, marketing, or solicitation, unless the Board determines that the use is consistent with the educational mission of the Board and beneficial to the affected students. The Board may take steps to ensure that directory information disclosed shall not be used, rented, or sold for the purpose of surveys, marketing, or solicitations. Before disclosing the directory information, the Board may require the requester to execute an affidavit stating that directory information provided shall not be used, rented, or sold for the purpose of surveys, marketing, or solicitation.

### **DIRECTORY INFORMATION**

The School does not release directory information.

The Board shall not permit the collection, disclosure, or use of personal information collected from students for the purpose of marketing or for selling that information (or otherwise providing that information to others for that purpose.)

The Board may establish online access for the parents or the eligible student to the student's confidential academic and attendance record. To authorize such access, the parents or the eligible student must sign a release (see Form 8330 F10). This release shall remind the parents or eligible student that the account and confidential information about the student is only as secure as they keep their account information. Neither the School nor its employees will be held responsible for any breach of this policy by the parent/eligible student or any unauthorized party.

The Educational Service Provider shall prepare administrative guidelines to ensure that students and parents are adequately informed each year regarding their rights to:

- A. inspect and review the student's education records;
- B. request amendments if the record is inaccurate, misleading, or otherwise in violation of the student's rights;
- C. consent to disclosures of personally-identifiable information contained in the student's education records, except to unauthorized disclosures allowed by the law;
- D. challenge the Board's noncompliance with a parent's request to amend the records through a hearing;
- E. file a complaint with the United States Department of Education;
- F. obtain a copy of the Board's policy and administrative guidelines on student records.

The Educational Service Provider shall also develop procedural guidelines for the proper storage and retention of records including a list of the type and location of records;

The Board authorizes the use of the microfilm process or electromagnetic processes of reproduction for the recording, filing, maintaining, and preserving of records.

No liability shall attach to any member, officer, or employee of this School specifically as a consequence of permitting access or furnishing student records in accordance with this policy and regulations.

Any entity receiving personally identifiable information pursuant to a study, audit, evaluation or enforcement/compliance activity must comply with all FERPA regulations. Further, such an entity must enter into a written contract with the Board of Directors delineating its responsibilities in safeguarding the disclosed information. Specifically, the entity must demonstrate the existence of a sound data security plan or data stewardship program, and must also provide assurances that the personally identifiable information will not be re-disclosed without prior authorization from the Board. Further, the entity conducting the study, audit, evaluation or enforcement/compliance activity is required to destroy the disclosed information once it is no longer needed or when the timeframe for the activity has ended, as specified in its written agreement with the Board of Directors. See Form 8330 F14 and Form 8330 F16 for additional contract requirements.

Adopted: 8/1/11

Revised: 9/5/12



9000 **RELATIONS**

9111	Telephone Communications	BP
9120	School Information Program	BP
9130	Public Complaints	BP
9150	School Visitors	BP
9160	Public Attendance at School Events	BP
9211	School Support Organizations	BP
9250	Parent/Guardian Review of Instructional Materials and Observation of Instructional Activities	L
9500	Relations with Educational Institutions and Organizations	BP
9555	Partnerships with Business	BP
9700	Relations with Special Interest Groups	BP
9700.01	Advertising and Commercial Activities	BP
9710	Volunteers	BP

Adopted: 8/1/11  
Revised 2/6/12; 9/5/12

## **RELATIONS WITH SPECIAL INTEREST GROUPS**

The Board of Directors directs that students, staff members, and Academy facilities not be used for advertising or promoting the interests of any non-school agency or organization, public or private, without the approval of the Board or its delegated representative; and any such approval, granted for whatever cause or group, shall not be construed as an endorsement of said cause or group by this Board.

### **Political Interests**

All materials or activities proposed by outside political sources for student or staff use or participation shall be reviewed by the Educational Service Provider on the basis of their educational contribution to part or all of the Academy program, benefit to students, and no such approval shall have the primary purpose of advancing the name, product, or special interest of the proposing group.

The Board shall not permit the use of any type of educational material, program, or equipment in its curricular, co-curricular, or extra-curricular activities or at any time during the school day, if such materials, programs, or equipment contain partisan political messages or are designed to persuade students or staff members to acquire a particular product or service offered by a named individual, company, organization, association, or agency. With the approval of the School Leader, the professional staff may, however, utilize appropriate political materials, or those provided by special interest groups, in adopted courses of study.

School facilities or equipment may not be used as a means of producing or disseminating to the community any materials that advertise or promote a political party, a political cause, or the candidacy of an individual for public office. Students and employees of the Educational Service Provider shall not be used to distribute campaign literature within the school or on school grounds.

### **Contests/Exhibits**

The Board recognizes contests, exhibits, and the like may benefit individual students or the Academy as a whole, but participation in such special activities may not:

- A. have the primary effect of advancing a special product, group, or company;
- B. make unreasonable demands upon the time and energies of staff or students or upon the resources of the Academy;
- C. interrupt the regular school program;
- D. involve any direct cost to the Academy, unless the student body as a whole derives benefit from such activities;
- E. cause the participants to leave the Academy, unless the Board's Policy 2340 (Field and Other School-Sponsored Trips) has been complied with in all aspects.

**Distribution/Posting Literature**

No outside organization or staff member (or student) representing an outside organization may distribute or post literature on that organization's behalf on school property either during or after school hours without the permission and prior review of the Educational Service Provider.

The School Leader shall establish administrative procedures which ensure that:

- A. criteria established in Policy 5722 - Student Publications and Productions - are used to make a decision regarding materials that students seek to post or distribute;
- B. no materials from any profit-making organization are distributed for students to take home to their parents; unless authorized by the School Leader;
- C. the time, place, and manner of distribution of all non-school related materials is clearly established and communicated.
- D. flyers and notices from outside non-profit organizations may be made available for students to pick up at the literature distribution rack/table by the school building's office, under the following circumstances:
  - 1. the flyer/notice publicizes a specific community activity or event that is age appropriate for the students that attend the school;
  - 2. the organization submits the number of copies of the flyer that it wants placed in the literature distribution rack/table;

No student shall be required to take any of the flyers/notices placed in the literature/distribution rack/table, and the rack/table shall contain a clear notice that the Board does not support or endorse any of the organizations and/or activities/events identified in the flyers/notices.

**Solicitation of Funds**

Any outside organization or staff member, representing an outside organization and desiring to solicit funds on Academy property, must receive permission to do so from the Educational Service Provider.

Permission to solicit funds will be granted only to those organizations or individuals who meet the permission criteria established in the Administrative Procedures. Solicitation must take place at such times and places and in such a manner specified in the Administrative Procedures. In accordance with Board Policy 5830, no Academy student may participate in the solicitation without the School Leader's approval.

The Board disclaims all responsibility for the protection of, or accounting for, such funds.

Solicited funds are not to be deposited in any regular or special accounts of the Academy.

A copy of this policy, as well as the relevant Administrative Procedure, shall be given to any individual granted permission to solicit funds on school property.

This policy does not apply to raising funds for school-sponsored activities.

### **Prizes/Scholarships**

The Board is appreciative of the generosity of organizations which offer scholarships or prizes to deserving students in this Academy. In accepting the offer of such scholarships or prizes, the Board directs that these guidelines be observed:

No information either academic or personal shall be released from the student's record for the purpose of selecting a scholarship or prize winner without the permission of the student who is eighteen (18) or the parents of a student who is younger, in accordance with the Board's policy on student records.

The type of scholarship or prize, the criteria for selection of the winner, and any restrictions upon it shall be approved by the Educational Service Provider.

The School Leader, together with a committee of staff members designated by the School Leader, shall be involved in the selection of the recipient and, if agreeable to the sponsoring organization, the selection shall be left entirely to the School Leader and staff committee.

### **Sale of School Supplies**

In determining the appropriateness of the sale of school supplies by organizations other than the Academy, the Board requires that:

- A. the organization has a purpose which will benefit the Academy and its students;
- B. the organization's planned activities are clearly in the best interest of the Academy and its students;
- C. the organization has submitted the following information and assurances on the form provided by the Academy: a statement noting the purpose of the organization, financial accountability assurances, and use of facility assurances.

All funds generated by the sale of such school supplies shall be kept separate from other activity funds or other transactions of the Board.

### **Surveys and Questionnaires**

No organization related (or not) to the Academy shall be allowed to administer a survey or questionnaire to students or staff, unless the instrument and the proposed plan are submitted in advance to the School Leader for approval. If the survey or questionnaire is approved, a copy of the results and the proposed manner of their communication must be provided to the School Leader for review and approval before they are released.

Students shall not be required to complete surveys to provide marketing information to vendors, or distribute to vendors any personal information of students, including but not limited to names, addresses, and telephone numbers, except as may be required by law. In addition, the Academy shall not enter into any contract for products or services, including electronic media services, where personal information will be collected from the students by the providers of the services.

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See also Policy 2416 and AG 2416

Adopted: 9/5/12

## ADVERTISING AND COMMERCIAL ACTIVITIES

The purpose of this policy is to provide procedures for the appropriate and inappropriate use of advertising or promoting of commercial products or services to students and parents in the schools.

"Advertising" comes in many different categories and forums and is defined as an oral, written or graphic statement made by the producer, manufacturer, or seller of products, equipment, or services which calls for the public's attention to arouse a desire to buy, use or patronize the product, equipment, or services. This includes the visible promotion of product logos for other than identification purposes. Brand names, trademarks, logos or tags for product or service identification purposes are not considered advertising.

The Board of Directors may permit advertising in school facilities or on school property in the following categories or forums in accordance with the procedures set forth herein:

- A. Product Sales:
  - 1. product sales benefiting a school or student activity (e.g., the sale of beverages or food within schools);
  - 2. exclusive agreements between the Academy and businesses that provide the businesses with the exclusive right to sell or promote their products or services in the school (e.g. pouring rights contracts with soda companies);
  - 3. fundraising activities (e.g., short term sales of gift wrap, cookies, candy, etc.) to benefit a specific student population, club or activity where the school receives a share of the profits.
- B. Direct Advertising/Appropriation of Space:
  - 1. signage and billboards in schools and school facilities;
  - 2. corporate logos or brand names on school equipment (e.g., marquees, message boards or score boards);
  - 3. ads, corporate logos, or brand names on book covers, student assignment books, or posters;
  - 4. ads in school publications (newspapers and yearbooks and event programs);
  - 5. media-based electronic advertising (e.g., Channel One or Internet or web-based sponsorship);
  - 6. free samples (e.g., of food or personal hygiene products).
- C. Indirect Advertising:
  - 1. corporate-sponsored instructional or educational materials, teacher training, contests, incentives, grants or gifts;

2. the Board approves the use of instructional materials developed by commercial organizations such as films and videos only if the education value of the materials outweighs their commercial nature.

The films or material shall be carefully evaluated by the School Leader for classroom use to determine whether the films or materials contain undesirable propaganda and are in compliance with the procedures as set forth above.

It is further the policy of the Board that its name, students, staff members and school facilities shall not be used for any commercial advertising or otherwise promoting the interests of any commercial, political, nonprofit or other non-school agency or organization, public or private, without the approval of the Board or its designee.

Any commercial advertising shall be structured in accordance with the General Advertising Procedures set forth below.

### **General Advertising Procedures**

The following procedures shall be followed with respect to any form of advertising on school grounds:

- A. When working together, schools and businesses must protect educational values. All commercial or corporate involvement should be consistent with the Academy's educational standards and goals.
- B. Any advertising that may become a permanent or semi-permanent part of a school requires prior approval of the Board.
- C. The Board reserves the right to consider requests for advertising in the schools on a case-by-case basis.
- D. No advertisement shall promote or contain references to alcohol, tobacco, drugs, drug paraphernalia, weapons, or lewd, vulgar, obscene, pornographic or illegal materials or activities, gambling, violence, hatred, sexual conduct or sexually explicit material, X or R rated movies, or gambling aids.
- E. No advertisement shall promote any specific religion or religious, ethnic or racial group, political candidate or ballot issue and shall be non-proselytizing.
- F. No advertisement may contain libelous material.
- G. No advertisement may be approved which would tend to create a substantial disruption in the school environment or inhibit the functioning of any school.
- H. No advertisement shall be false, misleading or deceptive.
- I. Each advertisement must be reviewed in advance for age appropriateness.
- J. Advertisements may be rejected by the Academy if determined to be inconsistent with the educational objectives of the Academy, inappropriate,

or inconsistent with the guidelines set forth in this policy.

- K. All corporate support or activity must be consistent with the Board's policies prohibiting discrimination on the basis of race, color, national origin, religion, sex, disability, or age, and must be age-appropriate.
- L. Students shall not be required to advertise a product, service, company or industry.
- M. Advertising will not be permitted on the outside or the inside of school buses.
- N. The School Leader or designee is responsible for screening all advertising.
- O. The School Leader or designee may require that samples of advertising be made available for inspection.
- P. The inclusion of advertisements in school publications, in school facilities, or on school property does not constitute or imply approval and/or endorsement of any product, service, organization, or activity.
- Q. Final discretion regarding whether to advertise and the content and value of the materials will be with the Board.

### **Accounting**

Advertising revenues must be properly reported and accounted for.

Adopted: 9/5/12