

Santa Barbara Unified School District

Exhibit

RELEASE OF DIRECTORY INFORMATION

E 5125.1

RECRUITING ACTIVITIES IN THE SANTA BARBARA UNIFIED SCHOOL DISTRICT

A. PURPOSE AND SCOPE

To ensure that district students have balanced access to information about the range of educational and career options available to them so they can make informed decisions. This exhibit also establishes recruiter conduct guidelines to protect student confidentiality and preserve the custodial rights of parents and legal guardians.

B. DEFINITIONS

For the purpose of this exhibit:

1. **“Recruiter”** means an entity with information for high school students about a specific college, university, trade school, apprenticeship, employer, military branch, or other post-secondary school or vocational opportunity. Recruiters include, but are not limited to, college recruiters, prospective employers, military recruiters and entities offering alternative information on military careers. Recruiters do not include individuals, agencies or programs whose primary purpose is to provide general information or counseling on applying for college, jobs, scholarships and grants.
2. **“Recruiting Organization”** Each college, university, trade school, employer, military branch and organization with alternative information on military careers is considered a separate recruiting organization.
3. **“Career Information”** means factual material relevant to career choices that is designed to help students make an informed decision regarding whether or where to continue their education, seek job training and/or apply for employment.

C. GENERAL

1. **This exhibit applies to all district schools, K-12. Any questions about interpretation shall be referred to the district superintendent or designee for clarification and any necessary decision.**
2. **Equal Access for Those Offering Post Secondary Opportunities**
 - a. Recruiters offering students information on careers and post-secondary educational opportunities shall be given equal access to Santa Barbara Unified School District schools, including the use of publications and spaces designated for distributing such information and participation in career and college information activities.
 - b. Each school shall have the flexibility to determine when recruiters may visit. In order to be in compliance with the equal access rule, no recruiting organization shall have the opportunity to visit a school more than twice per school year. A centralized career/college fair at the school is not included as a campus visit, nor is acting as a school volunteer on a non-recruitment related service project or as a guest speaker in

an individual class on a non-recruitment topic .

- c. Sign-in and administrative visits: All recruiters must sign in and out in the school's main office each time they visit the campus. The requirements of section C.2.b. do not apply to visits by recruiters to administrative offices solely for the purpose of meeting with school personnel. Recruiters shall refrain from engaging in recruiting activities when making administrative visits to a school unless the visit is counted as one of the recruiting organization's allotment of two visits per year and all recruiter guidelines are followed.

3. Protection of Student Confidentiality and Parent/Guardian Custodial Rights.

To protect student privacy and the right of parents and legal guardians to opt out of releases of student information, the following rules apply:

- a. The Opt Out form must be clearly explained and distributed at school at the appropriate time to all students and parents in Spanish and English. Date and place for completed forms to be returned must be clearly communicated.
- b. Recruiters must follow established district procedures for requesting student contact information from the district central office. Recruiters visiting schools shall not at any time actively solicit contact information directly from students or require it as a condition to participate in an activity or receive an award or gift. Recruiters are free to provide their contact information to students who wish to get in touch with them outside of school.
- c. Aptitude tests shall not be given during the school day if the data obtained will be directly released to recruiting personnel. To ensure consistency with opt-out provisions for the release of contact information to the military, schools that allow administration of the Armed Services Vocational Aptitude Battery (ASVAB) must notify the military that recruiter release option 8 ("results not released to military recruiting services") must be applied to all students taking the test. This will be monitored by school staff. After students receive their test scores, they can arrange to release their aptitude data directly to recruitment representatives if they wish.

4. Notification

All recruiters must be given a copy of the following guidelines at the main office when they check in as required under C.5.c.

5. Recruiter Guidelines. All recruiters must comply with the following guidelines:

- a. Except when attending a centralized school career/college fair or making an administrative visit, recruiters must contact the principal or principal's designee prior to their visit to schedule specific times to be on campus.
- b. All recruiting organizations are limited to visiting a school twice each school year, and limited to three recruiters per visit, except it is not counted when representatives are attending a centralized school career/college fair, acting as a guest speaker on a non-recruitment topic in an individual class, participating in a non-recruitment related school service project or solely visiting with school personnel.
- c. All recruiters must sign in and out in the school's main office each time they visit the

campus.

- d. Recruiters shall not have unfettered access to students in classrooms, cafeterias, gyms, or other areas of the school.
- e. No recruiting activity is permitted that would disrupt the conduct of normal school activities or interfere with pupils.
- f. Recruiters shall limit all recruiting activities to the specific area designated by the principal or principal's designee. This designated area must be within a specific confined space on the campus (such as an office or next to an outside table); recruiters may not roam the campus or school grounds. Recruiters may not pursue or approach students; recruiting activities may only be directed at students who affirmatively approach the recruiter for information.
- g. Recruiters visiting schools shall not at any time collect contact information directly from students or require it as a condition to participate in an activity or receive an award or gift. Recruiters may provide their contact information to students who initiate their wish to get in touch with them outside of school.
- h. All recruiters must clearly identify the organization that they are recruiting for: military recruiters must be in uniform, and all other recruiters must wear identification that similarly indicates the organization that they are recruiting for.
- i. Displays of weapons are not permitted at any time, including weapons simulators.
- j. Violations of these guidelines can result in the loss of school access.

D. VIOLATIONS

1. Any violation of this exhibit shall be reported to the principal or principal's designee.
2. Two or more instances of noncompliance by a recruiter or recruiting organization shall be reported by the principal to the superintendent.
3. If a principal finds that a recruiter has violated this exhibit, he or she shall deliver written notice of the violation to the recruiting organization, explaining that additional violations may result in the recruiter's or recruiting organization's exclusion from the school.

E. IMPLEMENTATION

Principals shall be directed to ensure that the requirements of this exhibit are followed by all guidance, teaching and security staff who might have contact with recruiting representatives. The Board of Education shall annually review this exhibit's implementation.

SANTA BARBARA UNIFIED SCHOOL DISTRICT
Santa Barbara, California October 14, 2014
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