

Obion County Board of Education

Monitoring: Review: Annually, in May	Descriptor Term: Surveys of Students	Descriptor Code: 6.4001	Issued Date: 03/01/04
		Rescinds:	Issued:

1 Surveys for research purposes shall be allowed by the Board when the project is viewed as contributory
2 to greater understanding of the teaching-learning process, the project does not violate the goals of the
3 Board and the disruption of the regular school program is minimal. The director of schools shall develop
4 administrative procedures for approving requests for conducting surveys by agencies, organizations or
5 individuals. The requests shall outline what is to be done, who is to be involved and how the results will
6 be used and distributed.¹

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8 Parents shall have the right to inspect all instructional material that will be used for a survey, analysis or
9 evaluation as part of a federal program. No student may, without parental consent, take part in a survey,
10 analysis, or evaluation that reveals information covering:²

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- 12 1. Political affiliations or beliefs of the student or the student's parent;
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- 14 2. Mental or psychological problems of the student or the student's family;
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- 16 3. Sexual behavior or attitudes;
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- 18 4. Illegal, anti-social, self-incriminating, or demeaning behavior;
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- 20 5. Critical appraisals of other individuals with whom respondents have close family relation-
21 ships;
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- 23 6. Legally privileged relationships;
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- 25 7. Religious practices, affiliations or beliefs of the student or the student's parent; and
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- 27 8. Income.

28 **COLLECTING, DISCLOSING OR USING INFORMATION FOR MARKETING** ³

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31 In general, the district will not collect, disclose or use personal student information for the purpose of
32 marketing or selling that information or otherwise providing that information to others for that purpose.

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34 If any collected information is to be marketed or sold, parents will be directly notified at least annually
35 at the beginning of the school year of the specific or approximate dates when such information will be
36 collected. Parents, upon request, may inspect any instrument used to collect personal information for the
37 purpose of marketing or selling that information before the instrument is administered or distributed to
38 the student. All parents and students of appropriate age may decline to provide the information requested.
39 This portion of the policy does not apply to the collection, disclosure or use of personal information

1 collected from students for the exclusive purpose of developing, evaluating or providing educational
2 products or services for or to students or educational institutions to the extent allowed by law, such as the
3 following: ⁴

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- 5 ▶ College or other postsecondary education recruitment or military recruitment.
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- 7 ▶ Book clubs, magazines and programs providing access to low-cost literary products.
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- 9 ▶ Tests and assessments used by elementary schools and secondary schools to provide
10 cognitive, evaluative, diagnostic, clinical, aptitude or achievement information about
11 students (or to generate other statistically useful data for the purpose of securing such
12 tests and assessments) and the subsequent analysis and public release of the aggregate
13 data from such tests and assessments.
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- 15 ▶ The sale by students of products or services to raise funds for school-related or education-
16 related activities.
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- 18 ▶ Student recognition programs.
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41 Legal Reference:
42 1. TCA 49-2-211
43 2. 20 USCA § 1232h
44 3. P.L. 107-110 Part F § 1061 (E)(F) & (2)
45 4. P.L. 107-110 Part F 1061 (4)(A)

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41 Cross References:
42 Testing Programs 4.700