

Non-detailed General Summary and Legal/Policy Basis

POLICY ON RECRUITING ACTIVITIES IN SAN DIEGO CITY SCHOOLS

(Codes in parentheses refer to other school districts that have same or similar policies)

PURPOSE:

- To ensure that students have balanced access to information and can make informed decisions about their futures (CPS).
- Establishes recruiter conduct guidelines to protect student confidentiality and preserve the custodial rights of parents and legal guardians.

DEFINITIONS:

- “Recruiter”: a representative of a specific college, university, trade school, apprenticeship, employer, military branch or other post-secondary school or vocational opportunity (SPS, CPS).
- A person who primarily provides general information or counseling on applying for college, jobs, scholarships and grants is NOT a recruiter.
- “Recruiting organization”: each college, university, trade school, employer, military branch or organization with alternative information on military careers (SPS, SFUSD).
- “Career information”: factual information relevant to making informed post-secondary career or educational choices (CPS).

EQUAL ACCESS:

- Recruiters offering career and post-secondary education information are to be given equal access (SPS, CPS, LAUSD, SFUSD, NYCDOE).
- Each school determines when and where recruiters may visit (SPS, CPS, LAUSD, SFUSD).
- Only two visits per year for each recruiting organization. NOT counted are attendance at a centralized career/college fair (SPS, SFUSD) or visits to administrative offices to meet with school personnel (CPS).

PROTECTION OF STUDENT CONFIDENTIALITY AND PARENT/GUARDIAN CUSTODIAL RIGHTS:

- Recruiters must follow established procedures for obtaining student contact information from the district central office.
- Visiting recruiters may not solicit contact information directly from students or require it for an award or gift. Recruiters may provide their contact information for students to initiate contact outside of school.

- Aptitude tests, including the military’s ASVAB test, can only be given if confidential information obtained will NOT be used for recruitment purposes (LAUSD, MPUSD, MCPS, PGCPs, HDOE, NYCDOE).

NOTIFICATION:

- All recruiters are to be given a copy of the guidelines when they visit a school (CPS).

RECRUITER GUIDELINES:

- With limited exceptions, recruiters must schedule recruiting visits in advance through the principal or designee (SPS, CPS, SFUSD).
- Recruiters must sign in and out at the main office when visiting (SPS, CPS, SFUSD, NYCDOE).
- No unfettered access to students is allowed in any areas of the school (NYCDOE).
- Recruiting activities may not disrupt the conduct of normal school activities or interfere with pupils (SPS, SFUSD).
- Recruiters must remain in specific areas designated by the principal or designee; no roaming the campus, no pursuing or approaching students; students must approach recruiters (CPS, LAUSD, SFUSD).
- The recruiting organization must be clearly identified (SPS, CPS, SFUSD).
- No displays of weapons, including weapons simulators.

VIOLATIONS:

- Two violations must be reported to the board of education and may result in exclusion of the recruiter or recruiting organization for a year (CPS).

IMPLEMENTATION:

- Implement within 30 days of adoption.

Key: CPS = Chicago Public Schools, IL
HDOE = Hawaii Dept. of Education
LAUSD = L.A. Unified School District, CA
MCPS = Montgomery County Public Schools, MD
MPUSD = Monterey Peninsula Unified School District, CA
NYCDOE = New York City Dept. of Education
PGCPs = Prince George’s County Public Schools, MD
SFUSD = S.F. Unified School District, CA
SPS = Seattle Public Schools, WA

RELATED DISTRICT PROCEDURES

- Release of Directory-Type Student Information.....6525
- Display of Commercial Materials/Advertising; Distribution of Literature and/or Sales by Nonstudents and Community Organizations9350

LEGAL AND POLICY BASIS

Access to schools and student contact information:

- 10 USC 503, 20 USD 1231g-h
- California Education Code 45345, 49060-49078.
- *San Diego Committee v. Governing Board of the Grossmont UHSD*, 790 F.2d 1471 (9th Circ. 1986).

AUXILIARY REFERENCES

High School ASVAB Testing:

- ASVAB Career Exploration Counselor Manual, list of recruiter release options. DD Form 1304-5CM, November 2005, www.asvabprogram.com/.
- Department of Defense Instruction 1304.12E, DoD Military Personnel Accession Testing Programs, September 20, 2005.

(9/27/10)

Recruiting an Entire School:

In 2009, students at Mission Bay HS were called to an award assembly for one of the school's athletes. Once there, they discovered it was really a major promotion of the Army, including Army exhibits and skydivers. Students were pressured by military personnel to surrender personal information by signing up for an iPod drawing.



