

POLICY ON RECRUITING ACTIVITIES IN SAN DIEGO CITY SCHOOLS

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 policy 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 policy:

a. **“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.

b. **“Recruiting Organization.”** Each college, university, trade school, employer, military branch and organization with alternative information on military careers is considered a separate recruiting organization.

c. **“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 policy applies to all district schools, K-12.

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 San Diego City 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, but 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.

- c. Administrative Visits: 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, provided they sign in and out at the school's main office. 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.
- d. In order to monitor the frequency of recruiter visits, visitor sign-in lists shall be retained at each school site for no less than one year.

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. Recruiters must follow established district procedures for requesting student contact information from the district central office (Administrative Circular #12, 9-6-2007 and Administrative Procedure 6525). Recruiters visiting schools shall not at any time 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.
- b. 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. 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, except it is not counted when representatives are attending a centralized school career/college fair 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 solicit 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 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.

- a. Any violation of this policy shall be reported to the principal or principal's designee.
- b. Two or more instances of noncompliance by a recruiter or recruiting organization shall be reported by the principal to the board of education.
- c. If a principal finds that a recruiter has violated this policy, 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 for twelve months. In the event of repeated violations of this policy, the principal may initiate the twelve-month exclusion.

E. IMPLEMENTATION.

Within 30 days of its adoption this policy shall be implemented. Notice of implementation and copy of the policy shall be sent to all relevant district administrative staff and school site principals. Principals shall be directed to ensure that the requirements of this policy are followed by all guidance, teaching and security staff who might have contact with recruiting representatives.

9/27/10

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)