

LEAVE MY CHILD ALONE!

A Family Privacy Project of Working Assets and Mainstreet Moms

Leave My Child Alone Adopt-A-School Board Kit

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Top 5 to Know About a School Board Outing

1. **Contact your District Superintendent's office** (searchable at www.leavemychildalone.org/supes) to find out when and where your next School Board meeting will be held. Ask your District Superintendent's office how and when community members may submit requests to get a Resolution on the Board's agenda for discussion and vote.
2. **Research your District's current policy**, and more importantly, find out about your District's current implementation of the Opt Out requirements
3. **Submit your request in advance** with an Opt Out Resolution attached
4. **Arrive a few minutes early, prepared** with additional copies of your Opt Out Resolution to distribute to Board members. Bringing a few other students, parents, teachers and others to tell their stories can be very helpful.
5. **When it is your time to speak, be clear, brief, and constructive.** Use a sample statement if it's useful for you: "I was surprised to learn that No Child Left Behind requires districts to release personal student information to military recruiters. I am urging this school board to review and vote on a Resolution committed to protecting family privacy through simple improvements such as: ample parent notification; translation (if applicable); a standalone Opt Out, and requiring the return of the Opt Out form for registration.

What does a school board do?

(With thanks to the Illinois Association of School Boards)

Perhaps the single most important job of a school board is to employ a superintendent and to hold him or her responsible for managing the schools in accordance with state law and the school board's policies. The board also should set educational goals for the schools based upon state laws and community values and see that the superintendent and the total staff vigorously pursue those goals.

Because a school board is a governmental body, it can take action only by majority vote at a public meeting. The individual board member has no authority other than the right to cast a vote at such a meeting...The school board is required to meet in public. Except at time set aside for public input, however, citizens normally do not take part in discussions. Because the school board needs to understand what the community thinks, most boards provide time at meetings for citizens to be heard.

Visit our website for more information: www.leavemychildalone.org/schoolboard.

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Letter to Superintendent & School Board

DATE

SUPERINTENDENT'S NAME

ADDRESS

CITY, STATE, ZIP

Dear Superintendent _____ and Board,

I was surprised to learn that Section 9528 of the No Child Left Behind Act of 2001 requires high schools to release students' private information to military recruiters unless they and their families "opt out" in writing. Enclosed is a Sample Optimum Opt Out Resolution I hope you will consider adopting as a School Board to protect the privacy of families.

I understand that Section 9528 requires schools to notify parents and students of their right to opt out, but that implementation of this policy varies from District to District. I'd like to know that our District is practicing "Optimum Opt Out" policy, and urge you, in addition, to make the process of opting out as straightforward as possible:

Optimum Opt Out Policy Suggestions:

1. Publicize Opt Out policy at staff & family orientations, in publications, and on the school district's web site
2. Attach Opt Out form to the school's required emergency information form, or print the Opt Out form as a stand-alone form, and require its return as part of student registration
3. Translate Opt Out form into multiple languages, as appropriate for our school community

Could you please let me know what our District's policy and implementation regarding Section 9528 is, by mail, or by email if noted below? Thank you.

Sincerely,

SIGNATURE **DATE**

NAME

ADDRESS

CITY, STATE, ZIP

EMAIL ADDRESS (OPTIONAL)

School Board Resolution Protecting Family Privacy

WHEREAS: High School Student records are now accessible to the U.S. military's recruiting efforts through the military's new "open door" access to student names, addresses and telephone listings based on Section 9528 of the 2001 No Child Left Behind law; and

WHEREAS: It is essential that parents and high school students be well-informed of their rights to privacy from military recruiters, in addition to information about the practices of military recruiters and student alternatives to military.

THEREFORE BE IT RESOLVED: That _____ (Organization) supports the notification of parents and students of their rights to request that the individual student's name, address and telephone listing not be released by their school without prior written parental consent, and that the district comply with each parental or student request for non-release of student information, and

BE IT FURTHER RESOLVED: That information about this privacy policy and Opt Out procedures be broadly presented to all high school students in the first weeks of each school semester; and

BE IT FURTHER RESOLVED: That this organization asks schools to develop a standalone Opt Out card in multiple languages as applicable, with separate check boxes for information release to military recruiters, institutes of higher learning, and employers, to be completed and included in the personnel files of all high school students; and

BE IT FURTHER RESOLVED: That this organization asks that such a signed card be required from all students as part of their high school registration.

Customize Your Resolution!

(PAGE ONE OF TWO)

Choose from our menu of different items that make a good policy and add your choices to our sample resolution! Keep in mind that a WHEREAS is a factual statement that is supposed to justify your requests, while a RESOLVED is something you are urging the district to do.

PRIVACY ORIENTED FACTUAL STATEMENTS

WHEREAS under the No Child Left Behind Act of 2001 (NCLB), Section 9528, “ARMED FORCES RECRUITER ACCESS TO STUDENTS AND STUDENT RECRUITING INFORMATION,” only high school juniors and seniors are subject to having their directory information released to military recruiters according to a joint letter to educators from Secretary of Defense Donald Rumsfeld and (then) Secretary of Education, Rod Paige (October 9, 2002),

WHEREAS NCLB, Sec. 9528 (a)(2) provides for students to opt themselves out, stating, “CONSENT- A secondary school student or the parent of the student may request that the student’s name, address, and telephone listing... not be released without prior written parental consent...”

WHEREAS NCLB, Sec. 9528, requires school districts to inform students and parents of their right to “opt-out” of having their student directory information released to military recruiters,

WHEREAS _____ School District incurs a significant expense in implementing NCLB, Sec. 9528 involving notification and processing of the student directory information list,

WHEREAS NCLB, Sec. 9528 gives _____ School District the legal responsibility to ensure that parents and students are properly notified of their right to privacy through the “opt-out” process,

WHEREAS local parents and students have consistently reported that they have been unaware of the ability to “opt-out” and/or have had “opt-out” requests improperly processed,

WHEREAS students and parents wish to be able to “opt-out” of having their information released to one body while simultaneously withheld from others,

WHEREAS students and parents have expressed concerns about having information other than their name, phone number and address released to recruiters.

WHEREAS students/parents should not be forced to “opt-out” more than once during the child’s time in the school district

WHEREAS all items in this proposal comply with federal law and have been in use in other school districts without risking federal funds¹,

PRIVACY ORIENTED ACTION ITEMS

THEREFORE BE IT RESOLVED that the _____ School District’s board policy regarding the No Child Left Behind Act of 2001, Section 9528 shall be revised with the understanding that these methods are needed to better protect student/family privacy.

BE IT FURTHER RESOLVED that directory information of only juniors and seniors shall be released,

BE IT FURTHER RESOLVED that the release of directory information to military recruiters and other institutional recruiters will be limited to the name, phone number, and address of the student.

BE IT FURTHER RESOLVED that an “opt-out” option shall be prominently displayed on all appropriate versions (English, Spanish, Chinese, etc.) of the student emergency card at its next printing (sample form attached),

BE IT FURTHER RESOLVED that an “opt-out” option shall be prominently and clearly displayed on an “opt-out” form, which will be attached to students’ required registration forms.

BE IT FURTHER RESOLVED that the ‘opt-out’ of release of information to the armed forces will not be co-joined with the

¹ We believe that all of the resolution language in our ‘Customize Your Resolution’ document is in compliance with federal law, however if you wish to add your own language, we suggest you get in touch with us so that we can ensure that your resolution is still 100% legal.

release of information to any other body.

Customize Your Resolution (PAGE TWO OF TWO)

BE IT FURTHER RESOLVED that an 'opt-out' will remain in place for the remainder of a student's time in the school district, unless the student/parent decides to reverse their decision at a later date.

BE IT FURTHER RESOLVED that all high school juniors and senior students shall be allowed to opt themselves out, regardless of age,

BE IT FURTHER RESOLVED that _____ School District shall make every reasonable effort to publicize the right to "opt-out", including prominently displaying the "opt-out" notification on the district and high schools' websites,

BE IT FURTHER RESOLVED that "opt-out" forms shall be readily available in every high school office,

BE IT FURTHER RESOLVED that in order to recoup costs, all institutional recruiters shall be charged an appropriate amount for the production and processing of the requested student directory information lists,

BE IT FURTHER RESOLVED that the _____ School District Board of Trustees supports the congressional bill, H.R. 551, and shall lobby for its passage into law. The bill, sponsored by U.S. Representative Mike Honda, addresses the release of student information under NCLB, reversing the procedure for obtaining consent from "opt-out" to "opt-in." Under an "opt-in" policy, student directory information is only released to military recruiters with the consent of a parent/guardian,

OTHER POSSIBLE FACTUAL STATEMENTS

WHEREAS NCLB, Sec. 9528, says that military recruiters shall receive the same access as other institutions such as colleges and prospective employers,

WHEREAS military recruiters have been known to frequent local high schools far more than any other recruiting institution,

WHEREAS high schools are responsible for providing a safe and controlled environment for all their students,

WHEREAS military recruiters have been known to aggressively recruit, sometimes harass, students,

WHEREAS military recruiters have been known to show up without notice at various high school functions,

WHEREAS military recruiter access is disturbingly uneven from one high school to another and tends to be more intense in schools serving predominantly low- or middle-income neighborhoods,

WHEREAS it is the responsibility of the _____ school district to promote the welfare of students while at school and at school events, and to provide students with complete and accurate information about the choices they will confront upon graduation from high school,

OTHER POSSIBLE ACTION ITEMS:

BE IT FURTHER RESOLVED that all institutional recruiters shall be limited to three (3) visits per high school per school year. The three days may be designated by the Principal,

BE IT FURTHER RESOLVED that all recruiters must sign-in with the office and wear a visitor's badge.

BE IT FURTHER RESOLVED that all recruiters shall be limited to the Career Center. Students who wish to seek information from the recruiters may initiate contact by visiting the Career Center at these times.

BE IT FURTHER RESOLVED that a school employee will oversee the visits to monitor the interaction and ensure students' safety,

BE IT FURTHER RESOLVED that if a recruiter is found to have lied to a student, he or she shall be permanently banned from the _____ School District,

BE IT FURTHER RESOLVED that all recruitment materials shall be reviewed and appropriately labeled or identified to be placed only in the Guidance/Counseling Office,

BE IT FURTHER RESOLVED that transactions involving the exchange of money are prohibited, as are contests, drawing or lotteries.

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Best Practices for School Districts

(PAGE ONE OF TWO)

Options to Protect Student Privacy and Ensure Parental Notification

Prominently and clearly place the opt-out notification on all versions (English, Spanish, etc.) of the required Emergency Card. In addition, including a flyer in the registration packet can help to ensure notification. Example language can be found here: <http://www.leavemychildalone.org/emergencycard> (other versions available upon request).

Emergency card opt-out currently used by districts including:

San Francisco Unified School District
Alameda Unified School District
Pajaro Valley Unified School District
Santa Cruz City High School District
Portland School District (Maine)

- **Release student directory information to military recruiters ONLY for 11th and 12th graders (unless they opt-out).**

Used by many school districts nation-wide, including:

Los Angeles Unified School District
Santa Cruz City High School District
West Contra Costa Unified School District

- **Make it easy for students/parents to opt-out of having their information released to military recruiters, but still allow release of information to colleges and prospective employers.**

Used by many school districts nation-wide, including:

New York City Public Schools
Los Angeles Unified School District
Tucson Unified School District
Fairfax County Public Schools (VA)
West Contra Costa Unified School District
Castro Valley Unified School District
Oakland Unified School District
Alameda Unified School District
Whittier Union Unified School District (CA)
Santa Cruz City High School District

- **Ensure that secondary students (including minors) are able to opt themselves out, as NCLB Sec. 9528 asserts.**

Currently used by districts including:

New York City Public Schools
Chicago Public Schools
San Francisco Unified School District
Santa Cruz City School District

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Best Practices for School Districts (PAGE TWO OF TWO)

- **Make every reasonable effort to notify students/parents of their right to privacy, including prominently displaying the opt-out option on district and high school websites and in every high school office.**

Used by many school districts nationwide, including:

New York City Public Schools

- **Limit directory information releases to only include the student's name, phone number, and address (do not include ethnicity, clubs, grades, etc.)**

Used by many school districts nation-wide, including:

New York City Public Schools

Denver Public Schools

West Contra Costa Unified School District

Santa Cruz City High School District

- **Have one opt-out last for a student's entire time in the school/high school district - do not force students to opt-out every year.**

Currently used by districts including:

Fresno Unified School District (CA)

Evanston Township High School District (IL)

Other Best Practices for Restricting Recruiter Access

Other Possible Options That You May Be Interested In:

- Charge all institutions (including military recruiters) for the costs incurred by the district related to the production of student directory information lists. Currently used by Denver Public Schools and Los Angeles Unified School District.
- Ensure that schools are primarily a safe place for education and that military recruiters receive comparable access to other institutions. Have administrative guidelines for all institutional recruitment visits.
- Castro Valley Unified School District ensures that all recruiters stay in the Career Center and are supervised by staff while on campus
- Madison Metropolitan School District limits all institutional guests to three visits a year.
- Tucson Unified School District limits recruiter access to once a month and have many other visit restrictions. Tucson's administrative guidelines can be found here: <http://www.tusd.k12.az.us/contents/adminguidelines/admin001.doc>
- Whittier Union High School District does not allow recruiters in classrooms, does not allow recruitment Humvees and is developing a pamphlet for students on how to verify recruiters' claims.

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Sample Opt Out Form For School Districts

DATE

SUPERINTENDENT'S NAME

ADDRESS

CITY, STATE, ZIP

Dear Superintendent _____ and Board,

Section 9528 of the No Child Left Behind Act of 2001 requires schools to release our family's private information to military recruiters unless we "opt out" in writing.

As a parent, I am exercising the right to request that you do not turn over the name, address, telephone listing and school records to the Armed Services, Military Recruiters, or Military Schools of the following student.

As a student of the age of majority, I request my own name, address, telephone number and school records not be released to the Armed Forces, Military Recruiters, or Military Schools.

STUDENT NAME

NAME OF SCHOOL

Sincerely,

SIGNATURE

DATE

NAME

ADDRESS

CITY, STATE, ZIP

PHONE

Ejemplo de un “Formulario para Pedir un “Opt Out”

Al Director y a la Junta Directiva Escolar

NOMBRE DEL DIRECTOR DE LA JUNTA DIRECTIVA

DIRECCIÓN DEL DIRECTOR

Estimados padres y apoderados:

Cada escuela secundaria tiene que informar a los padres y a los estudiantes sobre lo siguiente:

Cuando los miembros del Congreso de los Estados Unidos aprobaron el ley “No Child Left Behind” (NCLB) en 2001, incluyeron una disposición que requiere que las escuelas secundarias entreguen la información privada de los estudiantes a los reclutadores militares o arriesgarse a perder el financiamiento federal. Según la ley NCLB, las escuelas secundarias públicas deben dar información sobre los estudiantes a reclutadores a menos que los padres pidan lo contrario en forma escrita. Los reclutadores utilizan ésta información, que incluye nombres, direcciones, y números de teléfono, para reclutar individualmente a estudiantes con llamadas telefónicas y visitas.

Puede pedir que la información de su hijo/hija no sea parte de los datos que la escuela da a los reclutadores militares. Puede indicar ~~ME~~ preferencia en la forma escolar de contacto de emergencia o puede devolver esta forma antes de _____, 2005 a la escuela secundaria.

La Sección 9528 de la ley No Child Left Behind de 2001 requiere que las escuelas hagan pública la información privada de nuestras familias para el uso de reclutantes militares, al menos que decidamos no participar (pedir un “opt-out”).

- Como padre, o apoderado estoy pidiendo que el nombre, dirección, número de teléfono o record escolar del siguiente estudiante no se haga público para el uso de las Fuerzas Armadas, reclutantes militares, o escuelas militares. Pido un “opt-out”.
- Como estudiante, pido que mi nombre, dirección, número de teléfono o record escolar no se haga público para el uso de las Fuerzas Armadas, reclutadores militares, o escuelas militares.

NOMBRE DEL PADRE/APODERADO/ESTUDIANTE

NOMBRE DE LA ESCUELA

Sinceramente,

FIRMA

FECHA

NOMBRE

DIRECCIÓN

CIUDAD, ESTADO, CÓDIGO POSTAL/ZIP

Parent Notification Letter

Dear Parent,

Each school district is required to notify parents and students of the following information:

When Congress passed the No Child Left Behind Act (NCLB) in 2001, they included a provision that requires high schools to release students' private information to military recruiters or risk losing federal funding. **Under NCLB, public high schools must give military recruiters students' information unless parents "opt out" in writing.** Recruiters use this information, which includes names, addresses, and phone numbers to individually recruit students through phone calls and in-person visits.

You may either opt out by checking the appropriate box on the district emergency contact form, or you can return this form by _____, 2005 to:
MONTH, DAY

SCHOOL DISTRICT

ADDRESS

CITY, STATE, ZIP

- As a parent, I request that you do not turn over the name, address, telephone listing and school records to the Armed Services, Military Recruiters, or Military Schools of the following student.
- As a student, I request my own name, address, telephone number and school records not be released to the Armed Forces, Military Recruiters, or Military Schools.

STUDENT NAME

NAME OF SCHOOL

Sincerely,

SIGNATURE

DATE

NAME

ADDRESS

CITY, STATE, ZIP

Notificación del Padre

Estimados padres:

Cada escuela secundaria tiene que informar los padres y a los estudiantes sobre lo siguiente:

Cuando los miembros del Congreso de los Estados Unidos aprobaron el ley "No Child Left Behind" (NCLB) en 2001, incluyeron una disposición que requiere escuelas secundarias dar la información privada de los estudiantes a los reclutadores militares o arriesgar el perder del financiamiento federal. Según NCLB, las escuelas secundarias públicas deben dar información sobre los estudiantes a reclutadores a menos que los padres pedir lo contrario en forma escrita. Los reclutadores utilizan esta información, que incluye nombres, direcciones, y números de teléfono, para reclutar individualmente a estudiantes con llamadas telefónicas y visitas.

Puede pedir que la información de su hijo/hija no sea parte de los datos que la escuela dan a los reclutadores militares. Puede indicar su preferencia en la forma de contacto de emergencia o puede devolver esta forma antes de _____, 2005
MES, FECHA

Sección 9528 de la ley No Child Left Behind de 2001 requiere que las escuelas hagan pública la información privada de nuestras familias para el uso de reclutantes militares, al menos que decidamos no participar (pedir un "opt-out").

- Como padre, estoy pidiendo que el nombre, dirección, número de teléfono o record escolar del siguiente estudiante no se haga público para el uso de las Fuerzas Armadas, reclutantes militares, o escuelas militares. Pido un "opt-out".
- Como estudiante, pido que mi nombre, dirección, número de teléfono o record escolar no se haga público para el uso de las Fuerzas Armadas, reclutadores militares, o escuelas militares.

NOMBRE DEL ESTUDIANTE

NOMBRE DE LA ESCUELA

Sinceramente,

FIRMA

FECHA

NOMBRE

DIRECCIÓN

CIUDAD, ESTADO, C.P./ ZIP

Sample Emergency Card Opt Out Forms

The Santa Cruz City Schools made it easier for parents to opt out their kids by adding the following text to their Emergency Information card:

RELEASE OF INFORMATION TO MILITARY RECRUITERS:

Your child's name, address and phone number WILL be released to military recruiters UNLESS you specify here that you want this information withheld.

- DO NOT** release my child's directory information to military recruiters without my prior written consent.

Or, if you want to have an opt-out form that also lists other groups besides the military, you can use this form that a school board member drafted:

RELEASE OF INFORMATION TO MILITARY RECRUITERS OR OTHERS:

Your child's name, address, and phone number WILL be released to military recruiters or other possible requesters such as news/media, institutions of higher education, employers/potential employers, etc. UNLESS you specify here that you want this information withheld.

- DO NOT** release my child's contact information to military recruiters without my prior written consent.

- DO NOT** release my child's contact information to the following without my prior written consent:

_____.

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Top 5 to Know About Military Recruitment

(PAGE ONE OF TWO)

- 1. Enlistment & Stop Loss:** While recruiters may tell prospective recruits that they can enlist for four years, first-time enlistees must agree to serve a total of eight years. The military can — without consent — extend active duty obligations during times of conflict, national emergency, or when directed by the president. “Stop loss” orders, involuntarily extending duty for volunteers in all four branches of the military, are becoming more commonplace as the military works to offset declining enlistment. The important thing to remember about the enlistment contract is that it is only binding on the enlistee, and is not binding on the military.
- 2. College Tuition:** Military marketing materials promise “up to \$70,000” in college funding to potential recruits. While 95% of active duty troops sign up for GI Bill tuition benefits, only 8% of these troops receive the full benefit. It is important to note that 43 percent of those who are eligible for funding never receive a penny, though they are required to pay \$1200 in annual nonrefundable fees for enrollment. The head of Army recruiting said recently of recruiting promises, “if it is not in writing, it doesn’t exist.”
- 3. Pay:** About 25,000 families of servicemen and women are eligible for food stamps, and 40% of soldiers in the lower ranks face “substantial financial difficulties.” In fact, Senate Minority Leader Harry Reid has reported that some of his constituents in Nevada have received applications for food stamps in the orientation packet for new recruits. Job training in specific areas of interest is another part of the sales package to potential recruits. In fact, anecdotal evidence suggests that many young people who can’t afford college enlist with the hopes of receiving special training as engineers, medics, etc. However, there are no guarantees that an enlistee’s requested line of training will be available and many end up in infantry jobs.

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Top 5 to Know About Military Recruitment (PAGE TWO OF TWO)

4. Parents & High Schools: According to U.S. Army Lt. Col. Daoust, access to high schools slows down escalating costs of recruiting soldiers in a time of war. Under immense pressure to make high monthly quotas of enlistees, recruiters turn first and foremost to the high schools. “High schools are the recruiter’s life blood,” says former Marine recruiter and Gulf War veteran Jim Massey. In many schools, recruiters also gain valuable knowledge and contact with students through the administration of the ASVAB test — the Armed Services Vocational Aptitude Battery. This is pitched to schools and students as a free career exploration program, but the Army Recruiting Manual states it is “specifically designed to provide the recruiter with concrete and personal information about the student.” Facing these tactics, families should realize their power as what the military calls “influencers.” As one Ohio recruiter said in the New York Times, “parents are the biggest hurdle we face.”

5. Recruiting Budget & Techniques: The overall military recruiting budget jumped to \$4 billion annually, with an unprecedented \$1 billion Army advertising budget. Ads, web marketing, promotions and direct mail target both parents and students, and include such shockers as military ads running daily on Channel One in middle school classrooms. Extensive focus group research (see www.JAMRS.com) helps shape a message on character building and pride for parents, and on travel, college, money and independence for students. The development of multimedia recruitment tools such as M-16 Rifle Simulators, “Army Cinema Vans,” and mobile rock-climbing walls combine with online military games, free T-shirts, X-Box games, and hats to help engage kids on campus. Promotional sponsorships by the military of NASCAR teams, Pro Stock Bike teams, rodeo stars, Air Force IMAX movies and other sophisticated “imagemakers” use tax dollars to reinforce the appeal of military service. In addition, recruiters receive professional training in telemarketing skills and salesmanship, and use demographic targeting to identify likely target schools and prospective recruits.

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Download a copy at:
www.leavemychildalone.org

Opt Out your own child, or help others do the same at
www.LeaveMyChildAlone.org/optout

Protect Family/Student Privacy!

Please Adopt Best Policy & Practices Regarding Military Recruiters and Section 9528 of No Child Left Behind

1. Publicize Opt Out policy at staff & family orientations, in publications, and on the school district's web site
2. Attach Opt Out form to the school's required emergency information form, or print the Opt Out form as a stand-alone form, and require its return as part of student registration
3. Translate Opt Out form into multiple languages, as appropriate for our school community

For more information, visit www.leavemychildalone.org

Protect Family/Student Privacy!

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