

### Student Photos/Videos/Works

Traverse City Area Public Schools celebrates the activities and accomplishments of its students by sharing information with the community. The district may videotape, audiotape, or photograph student activities and student work for use on the district/school websites, in district sponsored publications, on the district cable channel, on district social media sites, and in other outlets. In general, TCAPS does not use student names with photos unless there is a specific award or recognition that requires a name be used. According to the Family Educational Rights and Privacy Act (FERPA), the district may release student directory information for publication unless a parent/guardian requests the district to withhold such information. If you do not wish to have your student's photograph, videotape, audiotape or student work be used without prior parental consent, you must notify the school principal in writing prior to the third Friday of October.

My signature gives Traverse City Area Public Schools permission to use my child's photograph or video clip in printed or electronic material used for advertising purposes, such as childcare brochures, newspaper supplements, and other printed or electronic material promoting Traverse City Area Public Schools. My child's photograph, video clip, or original work may also be used on Traverse City Area Public Schools' Web site as part of the Internet. It is understood that when a photograph, video clip, or original work is used on the Web site, that no more than my child's first name will be used. No home address or telephone number will appear.

\_\_\_\_\_  
Student's Name (Printed)

\_\_\_\_\_  
Student's School

\_\_\_\_\_  
Parent's Signature

\_\_\_\_\_  
Parent's Name (Printed)

\_\_\_\_\_  
Parent's Contact Phone Number

\_\_\_\_\_  
Date

## Directory Information Notice

The Family Educational Rights and Privacy Act (FERPA), a Federal law, requires that Traverse City Area Public Schools (TCAPS), with certain exceptions, obtain your written consent prior to the disclosure of personally identifiable information from your child's education records. However, TCAPS may disclose appropriately designated "directory information" without written consent, unless you have advised TCAPS to the contrary in accordance with TCAPS' procedures. The primary purpose of directory information is to allow TCAPS to include information from your child's education records in certain school publications. Examples include:

- A playbill, showing your student's role in a drama production;
- The annual yearbook;
- Honor roll or other recognition lists;
- Graduation programs; and
- Sports activity sheets.

Directory information, which is information that is generally not considered harmful or an invasion of privacy if released, can also be disclosed to outside organizations without a parent's prior written consent. Outside organizations include, but are not limited to, companies that manufacture class rings or publish yearbooks or organizations that provide driver's training education. In addition, two federal laws require local educational agencies (LEAs) receiving assistance under the Elementary and Secondary Education Act of 1965, as amended (ESEA) to provide military recruiters, upon request, with the following information – names, addresses and telephone listings – unless parents have advised the LEA that they do not want their student's information disclosed without their prior written consent [These laws are Section 9528 of the ESEA (20 U.S.C. § 7908) and 10 U.S.C. § 503(c)].

## Disclosure of "Directory Information"

Except as otherwise stated in Board Policy 8330 (student records), school officials may disclose "directory information" without the prior written consent of a parent or eligible student unless the parent or eligible student specifically notifies the District that the parent or eligible student does not consent to the disclosure of directory information.

If you do not want TCAPS to disclose any or all of the types of information designated below as directory information from your child's education records without your prior written consent, you must notify TCAPS in writing by the third Friday of October. The Board designates the following as directory information:

- Student name and address
- Parent name and address
- Parent email address
- Student & parent telephone numbers
- Student's date and place of birth
- Student's major field of study
- Student's participation in official recognized activities and sports
- Student athletes' height and weight
- Dates of attendance
- Date of graduation
- Student honors, awards, degrees and scholarships earned
- Student honor roll designations
- Student grade placements
- Photographs and videos of students participating in school activities, events or programs
- Other information generally found in yearbooks
- The Board further designates district-assigned student e-mail addresses as directory information for the limited purposes of (1) facilitating the student's participation in and access to online learning platforms and applications, and (2) inclusion in internal school and district email address books.

Parents or eligible students who do not want the Traverse City Area Public Schools to release any or all directory information, must inform the District of their objection(s) by providing written notice to the student's school principal by the third Friday in October.