

Greene County Board of Education

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| Monitoring: Review: Annually, in June | Descriptor Term: Student Surveys, Analyses and Evaluations | Descriptor Code: 6.4001 | Issued Date: 09/22/16 |
| | | Rescinds: 6.4001 | Issued: 09/25/14 |

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

7 Prior to the dissemination of a survey, analysis, or evaluation to students, parent(s)/guardian(s) shall be
8 notified of their ability to review the materials. Such notification shall include information indicating
9 the purpose of the survey, analysis, or evaluation as well as who will have access to the results.
10 Following such notification and prior to the administration of the survey, analysis, or evaluation,
11 parent(s)/guardian(s) may opt their child out of participation. The Director of Schools shall develop
12 procedures for granting such parental requests and to implement the other provisions of the policy.⁵

13 No student may, without parental consent, take part in a survey, analysis, or evaluation that reveals
14 information covering the following:^{2,5}

- 15 1. mental or psychological problems of the student or the student's family;
- 16 2. sexual behavior or attitudes;
- 17 3. illegal, anti-social, self-incriminating, or demeaning behavior;
- 18 4. critical appraisals of other individuals with whom respondents have close family relationships;
- 19 5. legally privileged relationships;
- 20 6. income; or
- 21 7. the collection of student biometric data involving the analysis of facial expressions, EEG brain
22 wave patterns, skin conductance, galvanic skin response, heart- rate variability, pulse, blood
23 volume, posture, and eye-tracking⁶

24 The collection of the following student data is strictly prohibited:⁷

- 25 1. political affiliation or voting history;
- 26 2. religious practices; and
- 27 3. firearm ownership.

28 **COLLECTING, DISCLOSING OR USING INFORMATION FOR MARKETING³**

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

1 If any collected information is to be marketed or sold, parents will be directly notified at least annually
 2 at the beginning of the school year of the specific or approximate dates when such information will be
 3 collected. Parents, upon request, may inspect any instrument used to collect personal information for
 4 the purpose of marketing or selling that information before the instrument is administered or
 5 distributed to the student. All parents and students of appropriate age may decline to provide the
 6 information requested.

7 This portion of the policy does not apply to the collection, disclosure or use of personal information
 8 collected from students for the exclusive purpose of developing, evaluating or providing educational
 9 products or services for or to students or educational institutions to the extent allowed by law, such as
 10 the following: ⁴

- 11 • College or other postsecondary education recruitment or military recruitment.
- 12 • Book clubs, magazines and programs providing access to low-cost literary products.
- 13 • Tests and assessments used by elementary schools and secondary schools to provide cognitive,
 14 evaluative, diagnostic, clinical, aptitude or achievement information about students (or to
 15 generate other statistically useful data for the purpose of securing such tests and assessments)
 16 and the subsequent analysis and public release of the aggregate data from such tests and
 17 assessments.
- 18 • The sale by students of products or services to raise funds for school-related or education-
 19 related activities.
- 20 • Student recognition programs.

| Legal References | Cross References | Procedure Reference |
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| 1. TCA 49-2-211 2. 20 USCA § 1232h 3. P.L. 107-110 Part F § 1061 (1)(E) & (F) & (2) 4. P.L. 107-110 Part F § 1061 (4)(A) 5. TCA 49-2-211 6. TCA 49-1-706 7. TCA 49-1-705 | Testing Programs 4.700 Student Records Annual Notification of Rights 6.601 | Request to Conduct Survey/Research in Greene County Schools 6.4001 Exhibit A |