



School District of West De Pere

Administrative Offices
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Jason Lau PhD, Superintendent

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Dear Parent/Guardian:

As part of the District's effort to encourage and enhance student academic and co-curricular activities, the District wishes to positively publicize student involvement in these areas. We have the ability to publicize school activities through media, internet, and district communications including the District web page (www.wdpsd.com), and other opportunities for publicizing student activities.

The district's definition of "directory information" (information about students which will be provided to the public upon request) includes reference to academic and co-curricular awards, as well as pictures, photographs or videos identifying students either individually or as part of a group for academic or co-curricular achievement.


Practically speaking, this means that videos or pictures of sporting events or student performances, personal interviews or photographs identifying the student by name, produced as a part of the student's participation in school activities will be released to the public upon request unless the parent of a minor student or an adult student objects and notifies the building principal that such materials should not be released to the public.

We see these additional means of publicizing school activities as a benefit to the community by showcasing our students, staff, schools and education in general. Policy 5120- Student Records contains the section on Student Directory Data as follows:

"Student Directory Data means those student records which include the student's name, date and place of birth, major field of study, participation in officially recognized activities and sports, weight and height of members of athletic teams, dates of attendance, photographs, or video identifying students either individually or as part of a group for academic or co-curricular achievement, degrees and awards received and the name of the school most recently previously attended by the student. This directory data shall be considered public information and may be released to appropriate persons and media unless parents or adult students refuse the release, in writing, of their own initiation." (The armed services also have access to email addresses) "Refusal of such release must be made no later than two weeks after the opening of school or of enrolling in school in the case of those entering West De Pere Public Schools after the school year has started. This exception to the policy should be made known annually along with information relating to the opening of school."

If you have any questions regarding this matter, please feel free to contact your building principal or me at your convenience.

Sincerely,



Jason Lau PhD
Superintendent

A VISION OF PRIDE AND EXCELLENCE

The School District of West De Pere does not discriminate on the basis of any characteristic protected under State or Federal Law