

SAN DIEGO UNIFIED SCHOOL DISTRICT

Date: August 23, 2013

To: Secondary Principals and Vice Principals, Head Counselors and School Counselors

Subject: CAMPUS RECRUITING ACTIVITIES

Department and/or Persons Concerned: Secondary Principals and Vice Principals, Head Counselors and School Counselors

Reference: Administrative Procedure 4945 and Board Action of Education action of November 30, 2010 approving a recruiter access policy; Administrative Procedures 6525 and 6527

Action Requested: Review campus recruiting procedures with appropriate staff and adhere to the site protocol specified in Administrative Procedure 4945, Section D.

Brief Explanation:

The Board of Education approved a campus recruiting policy on November 30, 2010. The purpose of the policy is to ensure that district students have balanced access to information about the range of education and career options available to them and enhances the ability of parents and legal guardians to make affirmative choices regarding the release of confidential student information. The policy also directs that recruiters offering student information on careers and post-secondary educational opportunities have equal access to students as compared to that of military recruiters; and restricts all recruiting organizations to no more than two site visits per year.

Administrative Procedure 4945, Section D, specifies the campus recruiting policy implementation protocols. Secondary principals, vice principals head counselors and school counselors are responsible for ensuring that sites and recruiters adhere to the implementation protocols, specifically:

Sites:

- Recruiters offering career and post-secondary education information are to be given equal access.
- School sites determine when and where recruiters may visit.
- Each site may offer only two visits per year to each recruiting organization (centralized career/college fairs or visits to administrative offices to meet with school personnel are NOT counted).
- Schools must follow established district procedures for releasing student contact information, as per Administrative Procedures 6525 and 6527.

- Students may be given the recruiter's contact information so the recruiter can be contacted directly by interested students/parents/guardians after school hours.
- Schools may only offer aptitude tests (e.g., ASVAB) if confidential information obtained will NOT be used for recruitment purposes. Schools offering the ASVAB must select Release Option 8, which prohibits the automatic release of student information to local recruiters, but permits head counselors, school counselors and students to make use of the aptitude data and allows students to use their ASVAB scores if they elect to explore military enlistment.
- Recruiters must be given a copy of the Administrative Procedure 4945 upon checking in at the school.
- Sites must keep a record of the number and dates of visits each recruiter makes to a school each year (e.g., via the visitor log).
- District staff are NOT to participate in the recruitment efforts of any non-district organization.

Recruiters:

- Must schedule a visit in advance through the school principal or designee.
- Must sign in and out at the main school office.
- Must remain in the designated recruitment area as assigned by the school principal or designee. No unfettered access to students is allowed in any other area.
- May NOT solicit personal information from students, nor offer students awards or gifts in exchange for personal information.
- May NOT disrupt the conduct of normal school activities.
- May NOT solicit, pursue or approach students (students must access recruiters of their own free will).
- Must clearly identify their recruiting organization on all displays, materials, etc.
- May NOT display weapons (including weapons simulators).

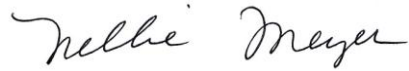
Agencies or programs whose primary purpose is to provide general information or guidance on applying for colleges, jobs, scholarships and grants are subject to the requirements specified above, as are agencies participating in such activities as health, college, or career fairs. Entities offering scholarships and community-based organizations offering services to students may NOT request district staff to assist in recruiting applicants unless they have a fully executed agreement on file with the district which permits this collaboration.

Violations of the protocols described above and specified in Administrative Procedure 4945 may result in the recruiter or recruiting organization's exclusion from the school for 12 months.

Questions regarding the district's campus recruiting policy and procedure should be directed to the Counseling and Guidance Office at 619-725-7330.

Melissa Janak
Director
Counseling and Guidance, Placement and
Appeal

APPROVED:

A handwritten signature in cursive script that reads "Nellie Meyer".

Nellie Meyer, Ed.D.
Deputy Superintendent
School Support Services

MJ:ms

Distribution: Lists B, E, and F