



# North East Independent School District

8961 TESORO DRIVE - SAN ANTONIO, TEXAS 78217

Contact: Veronica Lawson

210-407-0040

210-912-6143

## **FOR IMMEDIATE RELEASE**

### **NEISD enhances Directory Information cards**

*District helps families better understand privacy request options*

**July 29, 2010** – Beginning in the 2010-2011 school year, North East ISD will provide parents/guardians with new Directory Information cards that have easier to understand privacy request options.

Keeping personal information confidential is an important issue due to identity thefts. NEISD realizes the amount of personally identifiable information collected on each student by their school. Information the district collects/maintains falls into two separate categories. The first is Educational Records, which consists of information about a specific student that is kept in the normal procedures of the district, such as grades, attendance, discipline, test scores, etc. The second category is Directory Information and includes name, address, telephone number, e-mail address, etc

The Family Educational Right to Privacy Act (FERPA) was established by the U.S. Department of Education to prevent educational records from being released without parental permission. For the school to provide student's grades, attendance, etc. to anyone would require a parent's/guardian's written permission. The Dept. of Ed. later identified a second category of student information as Directory Information (information that they thought would not to be detrimental if released). FERPA dictates that Directory Information must be released to any one or any organization when requested unless the parent/guardian has made a written request to restrict the release of this information.

For 2010-2011, parents/guardians will receive a new form with expanded FERPA/Directory Information that provides more understandable privacy request options. Returning students will receive a form with the child's name and current decision regarding the privacy option they selected in the past. If their privacy preferences remain the same, they do not need to take any action and do not need to return the form. If they would like to change their privacy choices, they can simply check the appropriate box or boxes, sign, date and return the form, along with the registration card to the school.

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Parents may also alter their privacy choice(s) at any time by completing a “Change Form,” which is available at their child’s school. They can indicate what privacy coding they would like and then sign, date and return the form to their child’s school.

In future years, parents/guardians will receive the Directory Information form annually to remind them of their options.

(Attached is a copy of the Directory Information form and “buff form” examples.)

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About:

North East ISD has more than 70 schools and magnet programs with an expected fall 2010 enrollment of more than 66,000 students. NEISD employs more than 9,000 people. It is the second largest public school district in the San Antonio area and the eighth largest in the state. Under the Texas accountability system, NEISD has 28 Exemplary schools and is a Recognized district for 2008-2009.