

CAMPUS RECRUITING ACTIVITIES

Purpose and Scope

To ensure that students have balanced access to information to assist in making post-secondary career or educational choices. To establish recruiter conduct guidelines to protect student confidentiality and preserve the custodial rights of parents and legal guardians.

Suggestions or questions concerning this regulation should be directed to the Office of Secondary Schools.

Definitions

1. **Recruiter:** A representative of a specific college, university, trade school, apprenticeship, employer, military branch or other post-secondary school or vocational program. Recruiters include, but are not limited to, college recruiters, prospective employers, military recruiters and entities offering alternative information on military careers.
2. **Recruiting Organization:** Each college, university, trade school, employer, military branch or organization with alternative information on military careers.

School Sites

1. Recruiters offering career and post-secondary education information are to be given equal access.
2. School sites determine when and where recruiters may visit.
3. Each site may only offer 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).
4. Schools must follow established district procedures for releasing student contact information.
5. Students may be given the recruiter's contact information so the recruiter can be contacted directly by interested students/parents/guardians after school hours.
6. 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 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.

CAMPUS RECRUITING ACTIVITIES (continued)

7. Recruiters must be given a copy of the Campus Recruiting Activities regulation upon checking in at the school.
8. 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).
9. District staff are NOT to participate in the recruitment efforts of any non-district organization.

Recruiters

1. Recruiters must schedule a visit in advance through the school principal or designee.
2. Recruiters must sign in and out at the main school office.
3. Recruiters 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.
4. Recruiters may NOT solicit personal information from students, nor offer students awards or gifts in exchange for personal information.
5. Recruiters may NOT disrupt the conduct of normal school activities.
6. Recruiters may NOT solicit, pursue or approach students (students must access recruiters of their own free will).
7. Recruiters must clearly identify their recruiting organization on all displays, materials, etc.
8. Recruiters may NOT display weapons (including weapons simulators).

Other Campus Recruiting Activities

1. 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 for recruiters in #2 in the Recruiters section above.
2. In addition to the requirements specified for recruiters in #2 above, entities offering scholarships and community-based organizations offering services to students may NOT request district staff to assist in recruiting applicants.

CAMPUS RECRUITING ACTIVITIES (continued)

3. Agencies participating in such activities as health, college, or career fairs are subject to the requirements specified for recruiters above.

Violations

1. Any violation of this regulation or the recruiter access policy shall be reported to the principal or principal's designee.
2. Two or more instances of non-compliance by a recruiter or recruiting organization shall be reported by the principal to the Area Superintendent.
3. Area Superintendents shall provide written notice of the violation to the recruiting organization, explaining that additional violations may result in the recruiter or recruiting organization's exclusion from the school for 12 months.

Legal Reference:

EDUCATION CODE

45345 Release of student information

49060-49078 Student records

UNITED STATES CODE, TITLE 10

503 Military recruiter access to directory information

UNITED STATES CODE, TITLE 20

1231a Distribution of information concerning applicable programs

COURT CASES

San Diego Committee v. Governing Board of the Grossmont UHSD, (1986) 790 F.2d 1471

Regulation
approved: December 12, 2017
Effective: February 1, 2018

SAN DIEGO UNIFIED SCHOOL DISTRICT
San Diego, California