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Changes to Canadian Rockies Public Schools' (CRPS) Annual Demographic Form

Beginning the 2023/24 school year, CRPS' Annual Demographic Form asks for parent/guardian permission to share, publicly, their child's name, photograph, video footage, media interview comments, or other work and activities through CRPS' social media accounts, and CRPS' public websites, division publications, and print media.

To address any questions or concerns families might have, CRPS offers the following question and answer:

Why does the school board want to share my child's information publicly? What specific goals and objectives is CRPS trying to achieve?

Our primary goal of highlighting the accomplishments of our students and staff is to build a sense of unity and pride within the entire school community - students, parents, teachers, and staff alike. Sharing the achievements of our students and staff informs the community about the progress and achievements of our schools and showcases the outcomes of our commitment to providing a transformational education that celebrates nature, diversity, and well-being.

What platforms could my child's information be available on?

We will be using a variety of platforms to maximize the reach and impact of our announcements. These platforms include [Twitter](#), [Facebook](#), [Instagram](#), and [YouTube](#), our public websites, various publications and the news media. Our primary target audience consists of our school community, parents, guardians, local residents, and potentially a broader public audience. Be sure to follow our new social media accounts!

How will sharing my child's information publicly benefit my child's education?

By showcasing your child's achievements, whether they are academic, athletic, artistic, or community-oriented, we aim to provide them with a sense of recognition and pride. When students know that their hard work and talents are being acknowledged and celebrated, it can serve as a powerful motivator for continued growth and success. Sharing these accomplishments can also garner community support and recognition. We know local residents and businesses take pride in the achievements of our students, contributing to a positive relationship between our schools and the broader community.

Will I have the ability to review and approve the content featuring my child before it is shared publicly?

Although CRPS cannot preview individual pieces of content with each parent, please be rest assured that the content we share will be respectful, positive, and focused on celebrating achievements. Our

focus will be on sharing images of learning activities, rather than publish student names, unless the goal is to recognize specific individual accomplishments.

Is providing consent for sharing my child's information publicly optional?

Yes. We respect your right to make an informed choice about the use of your child's personal information. Participation in this initiative is voluntary. Once you receive the form you have the choice to opt in, opt out, or provide limited consent like selecting CRPS' websites only.

Will opting out affect my child's participation in school activities?

No. All students will continue to participate in all planned school activities. As made permissible under the Freedom of Information and Privacy Act, teachers can already capture and share students' personal information within our school settings. Opting out will mean that your child's information is not shared publicly through CRPS' social media accounts, public websites, divisional publications, or with the news media.

It should be noted that student photos, videos or images may be taken by the public at large, journalists, reporters, videographers, and other members of the media when school events are **open to the public**, like school concerts, sporting events, open houses, field trips, graduation, or other ceremonies. CRPS cannot control the use and distribution of personal information captured at public events by third parties.

Under the FOIP Act, how can CRPS use my child's information?

As outlined in the Act, it is permissible for CRPS to use student information like their name, grade, image, and contact details for various purposes, including:

- Providing educational programming to students.
- Confirming their absence or for emergency situations.
- Publishing in internal communications, such as individual, class, team, or club photos or videos – which might appear in internal newsletters, yearbooks, graduation programs, PowerSchool Parent Portal, or other secure online educational platforms like CRPS' Google Workspace for Education, SeeSaw, and Clevr.
- Showing on artwork or other material displayed at the school or another school board facility; show through photos/videos of classroom and other school activities where the material will be used within the school or another school board facility;
- Identifying on honour rolls, scholarships or other awards within the school or school board;
- Identifying a student's eligibility or suitability for provincial, federal, or other types of awards or scholarships when school's applies on a student's behalf;
- Creating and managing student network IDs and physical student ID cards;
- Sharing information with Alberta Education.

These are some examples and not intended to be an all-inclusive list. For further information on the FOIP Act as it pertains to school boards, please refer to Alberta Education's [FOIP Frequently Asked Questions](#). If you have further questions or concerns with any of these uses of information, please notify the school principal in writing.

If I grant permission, can I opt out at any time?

Yes, we respect your right to change your mind at any time. Parents may opt out at any time by submitting their request in writing to the principal. It should be noted that through the Annual Demographic Form, CRPS is seeking permission to share your child's personal information for one (1) year. However, it is important for parents to understand the Internet is not governed, regulated, or restricted. Access to information/images published or shared publicly cannot be removed permanently or limited to a specific audience.

Are there circumstances when CRPS would seek further parental permission?

When student information, such as photos or video footage, will be used beyond the one-year term, CRPS will ask individual parents to complete a new form, entitled "Stock Photo/Image/Multi-Media Consent Form." In most cases, this permission will be necessary for all information to be used in publications or videos that will be posted on the internet for multiple years.

In addition, there are times when third parties may wish to make film, photographic, or audio recordings of CRPS students, staff, and/or visitors for use in public promotional activities of the third parties. When these cases arise, CRPS will seek further permission from parents through a new form, entitled "Consent for Third Party Use of Film/Photography/Recordings Form."

CRPS appreciates all families willing to help make learning visible across the Bow Valley. Families with questions surrounding FOIP are asked to contact their school principal.