

Digital Media and Communication Policy

Children's Preschool Center (CPSC)

APPROVED BY CPSC BOARD OF DIRECTORS, JULY 25, 2018

Background

Communication with families, including photos of school activities, provides parents with a window into their children's experiences and friendships and fosters connection with the classroom. Photos and other media also help staff document, reflect on, and continuously improve their own teaching and program practices.

At the same time, communications and media that depict or identify children in CPSC's care are highly sensitive. Educators must take care to respect and safeguard the privacy of children and families.

This document lays out core principles that guide CPSC's communication practices and use and storage of digital media.

Principles

1. All electronic means used by CPSC staff to document or communicate about children's experiences -- e.g., email accounts, mailing lists, devices*, storage (including online storage), and access credentials to the above -- shall be owned and governed by CPSC.
* Staff may use personal devices (e.g., cell phone, computer) to send non-media communications to families, provided the communication is sent via a CPSC-owned account. No photos or media showing children in CPSC's care may be taken or stored on personal devices.
2. All digital media produced on CPSC-owned devices shall be the property of CPSC and subject to the other principles outlined in this policy.
3. To the extent that CPSC uses any electronic means (e.g., email lists, photo-sharing platforms, Google Groups) to facilitate group communications, the Executive Director shall ensure that list memberships are kept up to date and audited periodically to reflect changes in (a.) child enrollments, transitions between classrooms, and exits; and (b.) staff hirings, transitions between classrooms, and separations.
4. All specific information about **an individual child's development** is private and shall not be shared with other families or outside of CPSC without express permission from the

child's parents or guardians. This includes all assessments, forms, descriptions, photos, videos, documentation of any incidents or interventions, and progress reports.

- a. Classroom teachers, when sharing media (i.e., photos, videos) with an individual child's family as part of that **child's developmental portfolio or assessment**, may include media that shows the child interacting with other children at CPSC, in order to provide meaningful context for understanding that individual child's development.
5. Notwithstanding Principle 4, the following forms of media-sharing **within the CPSC community** are permitted, subject to oversight by the Executive Director, because they help meet CPSC's need to foster connection between classrooms and families and document classroom and program practices, goals, and outcomes:
 - a. Classroom teachers may share selected media and narrative descriptions with all current families in a classroom, whether electronically or through on-site classroom displays, for the purpose of documenting and explaining **the classroom's practices and goals**.
 - b. Classroom teachers and program staff may use selected media and narrative descriptions for the internal purpose of **documenting and reflecting on program quality** (e.g., for teacher development, NAEYC accreditation).
 - c. Authorized program staff may share selected media and narrative descriptions with the full CPSC community (e.g., via emailed newsletter or on-site display) for the purpose of **documenting program practices and goals**.
 6. CPSC shall obtain the express written consent of parents or guardians before using any media showing a child in CPSC's care for advertising purposes outside of CPSC (e.g., at a preschool fair; on the CPSC website). In the event of such use, the child's name, family information, and personal development shall be kept strictly confidential. The child's parents or guardians may rescind their previously-granted permission, in writing, for subsequent use of the media.
 7. Visitors to the CPSC campus should be advised, as needed, that they may not photograph children in the Center's care or any part of the CPSC facility where a child's photo, name, or other personal information is posted. Formal "school photo" sessions, conducted for the benefit of enrolled families by a professional photography service with the approval of the Executive Director, are excepted from this policy.
 8. The Board requests that any parent or guardian of an enrolled child, while on the CPSC campus, ask for parental/guardian consent before taking any photo that includes a child from another family, in order to honor the other family's preference.
 9. The Board and Executive Director shall revisit and update this policy in light of changing operational conditions and as processes and technology for media management evolve.