



Minnesota State Academies Board

Thursday, December 3, 2020 at 2:00 PM

MSAB Site Council

Electronic Means

615 Olof Hanson Drive

Faribault, MN 55021

Meeting ID: 882 1199 9053

Passcode: z3v94G

+1 312 626 6799 US (Chicago)

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1. Welcome and Roll Call
 2. Approval of Previous Meeting Minutes 3
 3. Reports
 - A. Superintendent's Report
 1.
 - Transition back to distance learning.
 - Update on GPS Ionization devices on our HVAC system.
 - Update regarding Mike Hopwood and Katy Roth.
 - During our last ILT meeting, we discussed the need to include some site council members on the steering committee for our strategic plan review.
 - B. MSAB Director
 - C. MSA Director of Communications
 1. Review of MSAB website FAQ draft
 - D. MSA Board Representative From MSAB Site Council
 - E. Student Body Government
 - F. Wellness Committee
 - G. Site Council Chair
 4. Old Business
 5. New Business 6
 - A. Policy 409 - Employee Publications, Instructional Materials, Inventions, and Creations

B. Policy 505 - Distribution of Non School-Sponsored Materials on School Premises by Students and Employees	7
C. Policy 528 - Student Parental, Family, and Marital Status Nondiscrimination	12
D. Feedback for pending revisions:	14
E. Report on the Assistive Technology Team's project	
6. Committees	
A. History Committee update	
B. Set-up new committees	
7. Announcements	
8. Adjournment	

INDIVIDUALS WHO REQUIRE ACCOMMODATIONS
SHOULD CONTACT LOLA BRAND
EMAIL: lola.brand@msa.state.mn.us
PHONE: (507) 384-6602 / VP: (507) 412-5109

Minutes of MSAB Site Council

The meeting of the Minnesota State Academy for the Blind Site Council was held on Thursday, November 5, 2020, beginning at 2:00 p.m. via Zoom.

Members Present: Vice Chair David Tanner, Superintendent Terry Wilding, Director John Davis, Sheila Koenig, Jessica McBurnett, Rian Copeland, Jeffrey Peterson, Crystal Bauer, Tim Aune, Ken Trebelhorn, Michele Baldeshwiler, Abby Winters.

Co-Officio Member: Special Ed Director Brittany Thomforde.

Members Absent: Scott Berglund, Jennifer Pelletier, Tori Andres, Kim Barron.

1. Welcome and Roll Call

2. Approval of Previous Meeting Minutes

Motion made by Sheila Koenig, seconded by Rian Copeland to approve the October 1, 2020, MSAB Site Council meeting minutes. Motioned was carried with all in favor.

3. Reports

A. Superintendent's Report

- Health and Safety Plan – starting next Monday, several pods will be moving from the on campus learning to the hybrid model learning, which will include four days on campus and every Friday being a distance learning day. The numbers in Minnesota are still on the rise. We will continue to meet weekly to review health data.
- Installation of the Ionization machines for the HVC system. This will help keep the air clean and purified in the buildings.
- Received funding for the bonding bill. We will be receiving pockets of money. The first lump sum, which totals 5.8 million dollars, will be used specifically for safety and security. This will include the corridor between Smith, Quinn, and Noyes Hall. The second lump sum, which totals 3.1 million dollars, will be used for asset preservation. This will go towards different projects on each campus.
- Strategic Plan - we are working on having the steering committee review our current plan. Looking at reviewing goals and action steps.
- E-learning was brought up at the MSAD site council meeting. Looking to revisit the idea, specifically for snow days. We will be developing a plan and putting some policies in place.

B. MSAB Director

- Terry and John will be attending the NFB conference virtually on Saturday, November 7. Then in January, they will be attending the Minnesota ACB conference virtually.
- We have had three new students since the beginning of the school year. Currently we have 48 students, along with several prospective students.
- FACS room - waiting for parts for the exhaust fan. Once complete, we will start moving furniture back in.
- Our first cultural awareness training for teachers and support staff will take place on Friday, November 6. We will continue doing this once a month throughout the school year.
- Hybrid – we have three groups on campus who will be moving back to hybrid. Middle and high school students will continue with distance learning at this time.

C. Director of Communication

- We have been working on our website. Currently we are working on frequently asked questions. We will be developing a draft of different questions and categories. Looking for feedback. Will discuss more at next month's meeting.

D. MSA Board Representative from MSAB Site Council

- Board met on October 21. Started with an open forum, some of the students and teachers talked about their trip to Paris.
- The following policies were reviewed and approved:
 - Gender Discrimination Policy
 - Pledge of Allegiance Policy
- Two members were approved for our MSAB Site Council, we would like to congratulate Ken Trebelhorn and welcome new member, Abby Winters.

E. Student Body Government

- No report given.

F. Wellness Committee

- Every Wednesday we have had a Wellness Wednesday tip with a different weekly theme. You can find the wellness tips in the daily announcements.

G. Site Council Chair

- Vacant position – still looking for a Student Support Service member.

4. Old Business

5. New Business

- Reviewed the following policies:
 - Policy 213 - MSAB Board Committees
 - Policy 744 - MSA Fundraising

6. Committee Work

- History Committee – No report given.

7. Announcements

- Jennifer Pelletier working on a virtual holiday program. More information to come.
- We have a music intern working with our students who has been a wonderful addition. Scott Berglund also has Zach, from MSAD, assisting with students and SEPAs in his classroom one day a week.

8. Adjourn

- A motion by Crystal Bauer, seconded by Jeffrey Peterson to adjourn the MSAB Site Council meeting. The motion was carried with all in favor.
- The MSAB Site Council will meet on December 3, 2020 at 2:00 pm.

Policy #: 409
Title: EMPLOYEE PUBLICATIONS, INSTRUCTIONAL MATERIALS, INVENTIONS, AND CREATIONS
Date of Initial Approval: NEW
Revision/Re-authorization Dates:
Reviewers: MSA Superintendent; MSA Instructional Leadership Team

I. PURPOSE

The purpose of this policy is to identify and reserve the proprietary rights of Minnesota State Academies (MSA) to certain publications, instructional materials, inventions, and creations which employees may develop or create, or assist in developing or creating, while employed by the school district.

II. GENERAL STATEMENT OF POLICY

Unless the employee develops, creates, or assists in developing or creating a publication, instructional material, computer program, invention, or creation entirely on the employee's own time and without the use of any school district facilities or equipment, the employee shall immediately disclose and, on demand of MSA, assign any rights to publications, instructional materials, computer programs, materials posted on websites, inventions, or creations which the employee develops or creates or assists in developing or creating during the term of employee's employment and for 10 years thereafter. In addition, employees shall sign such documents and perform such other acts as may be necessary to secure the rights of MSA relating to such publications, instructional materials, computer programs, materials posted on websites, inventions, and/or creations, including domestic and foreign patents and copyrights.

III. NOTICE OF POLICY

The school district shall give employees notice of this policy by such means as are reasonably likely to inform them of this policy.

Legal References:

Minn. Stat. § 181.78 (Agreements; Terms Relating to Inventions)
17 U.S.C. § 101 et seq. (Copyrights)

Policy #: 505
Title: DISTRIBUTION OF NONSCHOOL-SPONSORED MATERIALS ON SCHOOL PREMISES BY STUDENTS AND EMPLOYEES
Date of Initial Approval: NEW
Revision/Re-authorization Dates:
Reviewers: MSA Superintendent; MSA Instructional Leadership Team

I. PURPOSE

The purpose of this policy is to protect the exercise of students' and employees' free speech rights, taking into consideration the educational objectives and responsibilities of the Minnesota State Academies (MSA).

II. GENERAL STATEMENT OF POLICY

- A. MSA recognizes that students and employees have the right to express themselves on school property. This protection includes the right to distribute, at a reasonable time and place and in a reasonable manner, nonschool-sponsored material.
- B. To protect First Amendment rights, while at the same time preserving the integrity of the educational objectives and responsibilities of MSA, the MSA Board adopts the following regulations and procedures regarding distribution of nonschool-sponsored material on MSA property and at school activities.

III. DEFINITIONS

- A. **“Distribute”** or **“Distribution”** means circulation or dissemination of material by means of handing out free copies, selling or offering copies for sale, accepting donations for copies, posting or displaying material, or placing material in internal staff or student mailboxes.
- B. **“Nonschool-sponsored material”** or **“unofficial material”** includes all materials or objects intended for distribution, except school newspapers, employee newsletters, literary magazines, yearbooks, and other publications funded and/or sponsored or authorized by MSA. Examples of nonschool-sponsored materials include, but are not limited to, leaflets, brochures, buttons, badges, flyers, petitions, posters, and underground newspapers whether written by students or employees or others, and tangible objects.
- C. **“Obscene to minors”** means:
 - 1. The average person, applying contemporary community standards, would find that the material, taken as a whole, appeals to the prurient interest of minors of the age to whom distribution is requested;
 - 2. The material depicts or describes, in a manner that is patently offensive to prevailing standards in the adult community concerning how such conduct should be presented to minors of the age to whom distribution is requested, sexual conduct such as intimate sexual acts (normal or perverted), masturbation, excretory functions, or lewd exhibition of the genitals; and
 - 3. The material, taken as a whole, lacks serious literary, artistic, political, or scientific value for minors.

- D. **“Minor”** means any person under the age of eighteen (18).
- E. **“Material and substantial disruption”** of a normal school activity means:
1. Where the normal school activity is an educational program of MSA for which student attendance is compulsory, “material and substantial disruption” is defined as any disruption which interferes with or impedes the implementation of that program.
 2. Where the normal school activity is voluntary in nature (including school athletic events, school plays and concerts, and lunch periods) “material and substantial disruption” is defined as student rioting, unlawful seizures of property, conduct inappropriate to the event, participation in a school boycott, demonstration, sit-in, stand-in, walk-out, or other related forms of activity.

In order for expression to be considered disruptive, specific facts must exist upon which the likelihood of disruption can be forecast including past experience in the school, current events influencing student activities and behavior, and instances of actual or threatened disruption relating to the written material in question.

- F. **“School activities”** means any activity sponsored by MSA including, but not limited to, classroom work, library activities, physical education classes, official assemblies and other similar gatherings, school athletic contests, band concerts, school plays and other theatrical productions, and in-school lunch periods.
- G. **“Libelous”** is a false and unprivileged statement about a specific individual that tends to harm the individual’s reputation or to lower that individual in the esteem of the community.

IV. GUIDELINES

- A. Students and employees of the school district have the right to distribute, at reasonable times and places as set forth in this policy, and in a reasonable manner, nonschool-sponsored material.
- B. Requests for distribution of nonschool-sponsored material will be reviewed by the administration on a case-by-case basis. However, distribution of the materials listed below is always prohibited. Material is prohibited that:
1. is obscene to minors
 2. is libelous or slanderous
 3. is pervasively indecent or vulgar or contains any indecent or vulgar language or representations, with a determination made as to the appropriateness of the material for the age level of students to which it is intended
 4. advertises or promotes any product or service not permitted to minors by law
 5. advocates violence or other illegal conduct
 6. constitutes insulting or fighting words, the very expression of which injures or harasses other people (e.g., threats of violence, defamation of character or of a person’s race, religious, or ethnic origin)

7. presents a clear and present likelihood that, either because of its content or the manner of distribution, it will cause a material and substantial disruption of the proper and orderly operation and discipline of the school or school activities, will cause the commission of unlawful acts or the violation of lawful school regulations.
- C. Distribution by students and employees of nonschool-sponsored materials on MSA property are subject to reasonable time, place, and manner restrictions set forth below. In making decisions regarding the time, place, and manner of distribution, the administration will consider factors including, but not limited to, the following:
1. whether the material is educationally related
 2. the extent to which distribution is likely to cause disruption of or interference with the school district's educational objectives, discipline, or school activities
 3. whether the materials can be distributed from the office or other isolated location so as to minimize disruption of traffic flow in hallways
 4. the quantity or size of materials to be distributed
 5. whether distribution would require assignment of school district staff, use of school district equipment, or other resources
 6. whether distribution would require that nonschool persons be present on the school grounds
 7. whether the materials are a solicitation for goods or services not requested by the recipients.

V. TIME, PLACE, AND MANNER OF DISTRIBUTION

- A. No nonschool-sponsored material shall be distributed during and at the place of a normal school activity if it is reasonably likely to cause a material and substantial disruption of that activity.
- B. Distribution of nonschool-sponsored material is prohibited when it blocks the safe flow of traffic within corridors and entrance ways of the school, and school parking lots. Distribution shall not impede entrance to or exit from school premises in any way.
- C. No one shall coerce a student or staff member to accept any publication.
- D. The time, place, and manner of distribution will be solely within the discretion of the administration, consistent with the provisions of this policy.

VI. PROCEDURES

- A. Any student or employee wishing to distribute (as defined in this policy) nonschool-sponsored material must first submit for approval a copy of the material to the campus director or designee at least **24** hours in advance of desired distribution time, together with the following information:
 1. Name and contact information (phone number/email address) of the person submitting the request
 2. Date(s) and time(s) of day intended for distribution.
 3. Location where the person desires to distribute the material.

4. If material is intended for students, the grade(s) of students to whom the distribution is intended.
- B. Within one school day, the campus director or designee will review the request and render a decision. If permission to distribute the material is denied or limited, the person submitting the request should be informed via email of the reasons for the denial or limitation.
- C. If the person submitting the request does not receive a response within one school day, the person shall contact the office to verify that the lack of response was not due to an inability to locate the person. A lack of response does not constitute permission to distribute the materials.
- D. If the person is dissatisfied with the decision of the campus director or designee, the person may submit a written request for appeal to the superintendent. If the person does not receive a response within three (3) school days (not counting Saturdays, Sundays, and holidays) of submitting the appeal, the person shall contact the Superintendent's Office to verify that the lack of response is not due to an inability to locate the person.
- E. Permission or denial of permission to distribute material does not imply approval or disapproval of its contents by either the school, the MSA administration, the MSA board, or the individual reviewing the material submitted.

VII. DISCIPLINARY ACTION

- A. Distribution by any student of nonschool-sponsored material prohibited herein or in violation of the provisions of time, place, and manner of distribution as described above will be halted and disciplinary action will be taken in accordance with MSA Policy #506 – Student Discipline.
- B. Distribution by any employee of nonschool-sponsored material prohibited herein or in violation of the provisions of time, place, and manner of distribution as described above will be halted and appropriate disciplinary action will be taken, in accordance with any individual contract, collective bargaining agreement, MSA policies and procedures, and/or governing statutes.
- C. Any other party violating this policy will be requested to leave the school property immediately and, if necessary, the police will be called.

VIII. NOTICE OF POLICY TO STUDENTS AND EMPLOYEES

This policy will be listed in the Parent/Student Handbook and posted on the MSA website.

IX. IMPLEMENTATION

MSA administration may develop any additional guidelines and procedures necessary to implement this policy. Those procedures will also be posted on the MSA website.

Legal References:

U. S. Const., amend. I

Hazelwood School District v. Kuhlmeier, 484 U.S. 260, 108 S.Ct. 562, 98 L.Ed.2d 592 (1988)

Bethel Sch. Dist. No. 403 v. Fraser, 478 U.S. 675, 106 S.Ct. 3159, 92 L.Ed.2d 549 (1986)

Tinker v. Des Moines Indep. Sch. Dist., 393 U.S. 503, 89 S.Ct. 733, 21 L.Ed.2d 731 (1969)

Bystrom v. Fridley High School, 822 F.2d 747 (8th Cir. 1987)

Roark v. South Iron R-1 School Dist., 573 F.3d 556 (8th Cir. 2009)

Victory Through Jesus Sports Ministry Foundation v. Lee's Summit R-7 School Dist., 640 F.3d 329 (8th Cir. 2011),
cert. denied 565 U.S. 1036, 132 S.Ct. 592 (2011)

Cross References:

MSBA/MASA Model Policy 403 (Discipline, Suspension, and Dismissal of School District Employees)

MSBA/MASA Model Policy 506 (Student Discipline)

MSBA/MASA Model Policy 512 (School-Sponsored Student Publications)

MSBA/MASA Model Policy 904 (Distribution of Materials on School District Property by Nonschool Persons)

Policy #: 528
Title: STUDENT PARENTAL, FAMILY, & MARITAL STATUS NONDISCRIMINATION
Date of Initial Approval: NEW
Revision/Re-authorization Dates:
Reviewers: MSA Superintendent, MSA Instructional Leadership Team

I. PURPOSE

Students are protected from discrimination based on sex, gender, gender identity, and marital status pursuant to Title IX of the Education Amendments of 1972 and the Minnesota Human Rights Act. This includes discrimination based on pregnancy. The purpose of this policy is to provide equal educational opportunity for all students and to prohibit discrimination on the grounds of sex, parental, family, or marital status at the Minnesota State Academies (MSA).

II. GENERAL STATEMENT OF POLICY

- A. MSA provides equal educational opportunity for all students and will not apply any rule concerning a student's actual or potential parental, family, or marital status which treats students differently on the basis of sex, gender, or gender identity.
- B. MSA will not discriminate against any student, or exclude any student from its education program or activities, including any class or extracurricular activity, on the basis of such students' pregnancy, childbirth, false pregnancy, termination of pregnancy or recovery therefrom, unless the student requests voluntarily to participate in a separate portion of the program or activity.
- C. MSA may require such a student to obtain the certification of a physician that the student is physically and emotionally able to continue participation in the normal education program or activity so long as such a certification is required of all students for other physical or emotional conditions requiring the attention of a physician.
- D. MSA will ensure that any separate and voluntary instructional program is comparable to that offered to non-pregnant students.
- E. It is the responsibility of every MSA employee to comply with this policy.
- F. The MSA Board has designated the Director of Human Resources as MSA's Title IX coordinator. This employee coordinates the school district's efforts to comply with and carry out its responsibilities under Title IX.
- G. Any student, parent, or guardian having questions regarding the application of Title IX and its regulations and/or this policy should discuss them with the Title IX coordinator. Questions relating solely to Title IX and its regulations may be

referred to the Assistant Secretary for Civil Rights of the United States Department of Education. In the absence of the Director of Human Resources, an inquiry or complaint should be referred to the MSA superintendent.

- H. Any reports of unlawful discrimination under this policy will be handled, investigated, and acted upon in the manner specified in Policy 522 – Student Sex, Gender, Gender Identity Nondiscrimination.

Legal References:

Minn. Stat. Ch. 363A (Minnesota Human Rights Act)
20 U.S.C. §§ 1681-1688 (Title IX of the Education Amendments of 1972)
34 C.F.R. Part 106 (Implementing Regulations of Title IX)

Cross References:

MSBA/MASA Model Policy 102 (Equal Educational Opportunity)
MSBA/MASA Model Policy 413 (Harassment and Violence)
MSA Policy 522 (Student Sex, Gender, Gender Identity NonDiscrimination)

Policy #: 450
Title: School Volunteer Policy
Date of Initial Approval: 11-16-2017
Revision/Re-authorization Dates:
Reviewers: MSAB Director; MSAD Director; MSA Special Education Director

I. PURPOSE

The purpose of this policy is to develop a school volunteer program to encourage the use of volunteers in the school and to enhance school-based activities and academic learning. This program is also designed to increase communication and positive relationships between parents, school employees, and the community. The Minnesota State Academies considers volunteers as a resource that requires advance planning and preparation for effective use. In order to further enhance our commitment to equity and support for diversity, as much as possible, MSA directors and staff members will recruit volunteers from a variety of minority groups to provide our students with positive role models, reflecting the diversity of our student body.

II. GENERAL STATEMENT OF POLICY

This policy applies to all volunteers at MSA and includes both parent and community volunteers.

III. DEFINITIONS

- A. "Volunteers" are persons who render services for or on the behalf of the school on the campus or at a school-sponsored/school-related activity on or off school property who does not receive compensation in excess of reimbursement for expenses.
- B. "Level 1 Volunteers" are people who volunteer occasionally and in highly public settings with little or no contact with students and who are under constant supervision by MSA employees. Examples of volunteers in this category might include people working at a fundraising or athletic event, selling concessions at events, supporting supervision of field trips, and/or making an occasional classroom visit/presentation. Level 1 volunteers are not required to complete a volunteer application, undergo background checks, or sign a confidentiality agreement.
- C. "Level 2 Volunteers" are people who volunteer regularly with student contact and under constant supervision of MSA personnel. Level 2 volunteers must complete a volunteer application and a confidentiality agreement acknowledging FERPA (student confidentiality) requirements.
- D. "Level 3 Volunteers" are volunteers who have unsupervised contact with students on or off campus. Level 3 volunteers must (1) complete a volunteer application and a confidentiality agreement acknowledging FERPA (student confidentiality) requirements, and (2) undergo a criminal background fingerprint check. Volunteers in this category include one-on-one tutoring,

overnight field trip chaperones, or a single day field trip with little or no direct supervision by a MSA employee.

- E. "Student Interns" are people who are currently enrolled in a post-secondary program for which an authorized internship has been established within an internship agreement with MSA. Student Interns must successfully be accepted into a placement at MSA, completing the following steps: (1) complete an interview with the supervising employee and the Director; (2) complete a confidentiality agreement acknowledging FERPA (student confidentiality) requirements; (3) undergo a criminal background fingerprint check. The Director must approve all student interns in advance. This category applies to students who wish to do observations or practicums at our campuses.

IV. EXPECTATIONS AND LIMITATIONS

- A. All volunteers must be approved in advance by the Director. The Minnesota State Academies reserve the right to discontinue or disallow the services of any volunteer at any time at the discretion of the administration.
- B. Volunteers must report to the school building office upon arrival to sign in and must report to the office prior to departure to sign out. A sign-in and sign-out log will be maintained in each school office. Each volunteer will be provided with a volunteer identification card which must be displayed for the duration of the visit. Student Interns will receive card key access and a permanent identification card for the duration of their internship. They will not be required to do daily check-ins or check-outs.
- C. Level 2 volunteers, Level 3 volunteers, and Student Interns who have criminal records indicating involvement in abuse/neglect or any other criminal convictions, whether disclosed or undisclosed, must be provided an opportunity to meet with the Director to respond to the results of the background check. No person who is required to register as a sex offender will be approved to volunteer or intern at the Minnesota State Academies. After examination of the information available, the Director will make a case-by-case determination as to whether to allow the individual to volunteer or intern at MSA.
- D. Level 2 volunteers, Level 3 volunteers, and Student Interns must also complete orientation activities with the Director or a designee prior to starting any volunteer activities.
- E. Volunteers are not allowed to transport students or drive any state vehicles. They may act as chaperones in state/contracted vehicles if accompanied by MSA employees.
- F. Volunteers cannot bring other family members to the volunteer activity. They are also expected to abide by school rules and general expectations for staff members (i.e. dress code, phone use, appropriate conduct).

Appendices:

1. 450-A: *Volunteer Application*
2. 450-B: *Confidentiality Agreement*
3. 450-C: *Criminal Background Check*

Policy #: 451
Title: APPROPRIATE USE OF SOCIAL MEDIA
Date of Initial Approval: 11/16/2017
Revision/Re-authorization Dates:
Reviewers: MSA Superintendent; MSAB Director; MSAD Director; MSA Human Resources

I. PURPOSE AND BACKGROUND INFORMATION

The Minnesota State Academies face the challenge of balancing the secure use of social media to enhance communication, collaboration and information exchange for the greater MSA community with the need to protect the privacy of our students as well as protecting the ability of employees' to freely express themselves. This policy establishes MSA's position on the utility and management of social media and provides guidance on the management, administration, and oversight. This policy is not intended to address one particular form of social media, but rather social media in general, as advances in technology will occur and new tools/platforms will emerge. This policy governs the appropriate use of social media at all times, including both work and non-work time, by MSA employees, consultants, and contractors.

II. GENERAL STATEMENT OF POLICY

Social media provides a new and potentially valuable means of assisting the Academies and its employees in meeting community outreach, communication, collaboration, and information exchange with parents, students, and community members. This policy identifies potential uses that may be explored or expanded upon as deemed reasonable by the Superintendent and Directors of MSA. MSA also recognizes the role that these tools play in the personal lives of some employees and that the personal use of social media can have bearing on employees in their official capacity. As such, this policy provides information of a precautionary nature as well as prohibitions on the use of social media by MSA employees.

III. DEFINITIONS

- *Blog/Vlog*: A self-published diary or commentary on a particular topic that may allow visitors to post responses, reactions, or comments. The term is short for "Web log". Vlog refers to Blogs that are published via video (commonly used by deaf people instead of sharing information via printed media)
- *Page*: The specific portion of a social media website where content is displayed, and managed by an individual or individuals with administrator rights
- *Post*: Content an individual shares on a social media site or the act of publishing content on a site.
- *Profile*: Information that a user provides about themselves on a social networking site.
- *Social Media*: A category of Internet-based resources that integrate user-generated content and user participation. This includes, but is not limited to, social networking sites (Facebook, MySpace), micro-blogging sites (Twitter, Nixle), photo- and video-sharing sites (Flickr, YouTube, Instagram), wikis (Wikipedia), blogs/vlogs, and news sites (Digg, Reddit).
- *Social Networks*: Online platforms where users can create profiles, share information, and socialize with others using a range of technologies.

- *Speech*: Expression or communication of thoughts or opinions in spoken words/sign language, in writing, by expressive conduct, symbolism, photographs, videos, or related forms of communication.
- *Web 2.0*: The second generation of the World Wide Web focused on shareable, user-generated content, rather than static web pages. Some use this term interchangeably with social media.
- *Wiki*: Web page(s) that can be edited collaboratively.

IV. ON-THE-JOB USE OF SOCIAL MEDIA

A. MSA-Approved Social Media: Guiding Principles

1. When possible, each social media page shall include an introductory statement that clearly specifies the purpose and scope of the Minnesota State Academies' presence on that site.
2. When possible, the page/post should link to the Minnesota State Academies' official websites.
3. The Social Media pages/posts should be developed/written for the target audience (such as families, students, or other community members)
4. MSA employees who are assigned the responsibility of representing MSA on social media outlets should ensure accessibility of those pages/posts (audio description, captions, voice-over, ASL, etc. as appropriate).
5. The traditional communication rules of reasonableness, respect, courtesy and common sense, and legal requirements also apply to social media outlets.

B. Procedures

1. All MSA social media sites or pages shall be approved by the MSA superintendent and shall be administrated by designees selected by the MSA superintendent and/or Directors of the Academies.
2. Social media sites (where possible) shall clearly indicate that they are maintained by MSA and shall have MSA contact information prominently displayed.
3. Social media content shall adhere to applicable laws, regulations and policies, including all privacy requirements for students and all information technology and records management policies. Social media content must also adhere to MSA's website/social media accessibility policy. (Policy # 103) Individuals managing MSA social media outlets must maintain a list of student permission forms regarding media releases and privacy expectations.
4. When possible, social media posts should state that the opinions expressed by visitors to the page(s) do not reflect the opinions of the Academies.
 - a. Pages shall clearly indicate that posted comments will be monitored and that the Academies reserve the right to remove obscenities, off-topic comments, and personal attacks.
 - b. Pages shall clearly indicate that any content posted or submitted for posting is subject to public disclosure.

C. MSA-Sanctioned Use

1. MSA employees representing the Academies via social media outlets shall follow the guidelines below:

- a. Conduct themselves at all times as representatives of the Minnesota State Academies and, accordingly, adhere to all MSA standards for conduct, and observe conventionally accepted protocols and proper decorum.
 - b. Identify themselves as an employee of the Minnesota State Academies
 - c. Maintain confidentiality, following expectations outlined in the Family Educational Rights and Privacy Act.
 - d. Utilize department computers and/or mobile devices to manage MSA social media activities.
2. Potential Uses of Social Media
- a. Community Outreach and engagement by:
 - i. Providing tips related to education and language development
 - ii. Offering opportunities for communication with school administration
 - iii. Sharing information and announcements about upcoming events open to the community/parents
 - iv. Soliciting input and feedback about school-related projects and/or policies
 - b. Time –sensitive notifications related to:
 - i. Transportation changes and updates
 - ii. Weather emergencies
 - iii. Security and Safety of students
 - iv. Special events, including last-minute scheduling changes
 - c. Recruitment of potential employees or volunteers
 - i. Information about current programs
 - ii. Information about current vacancies
 - iii. Opportunities for volunteers
 - d. Information sharing with potential students and their families
 - i. Information about school programs and extracurricular activities
 - ii. Information about successful students and alumni
 - iii. Family events at the Academies
 - iv. Contact persons for questions about the Academies

V. PERSONAL USE: Precautions and Prohibitions

Barring state law or binding employment contracts to the contrary, MSA employees should be aware of the following considerations and take precautions when using social media.

- A. MSA employees are free to express themselves as private citizens on social media sites but are encouraged to take care that their speech does not impair their positive working relationships with other employees, parents, families, and students at the Minnesota State Academies. Examples of sensitive situations may include the following: Situations in which confidentiality is important; Opinions that may exclude or offend minority groups at work; Comments about co-workers that may impair discipline and harmony among co-workers; or comments that may negatively affect the public perception of the Academies.
- B. As public employees, MSA employees are cautioned that speech on- or off-duty, made pursuant to their official duties – that is, that owes its existence to the employee’s professional duties and responsibilities – is not protected speech under

the First Amendment and may form the basis for discipline if their speech is determined to be a violation of policies of the Minnesota State Academies. MSA employees should assume that their speech and related activities on social media sites will reflect upon their position and MSA. Employees must also maintain confidentiality, following expectations outlined in the Family Educational Rights and Privacy Act.

- C. MSA employees shall not post, transmit, or otherwise disseminate any information to which they have access as a result of their employment without authorization from the Superintendent or the Directors of the Academies.
- D. When using social media, MSA employees should be mindful that their speech becomes part of the worldwide electronic domain. Therefore adherence to MSA's code of conduct is expected in the personal use of social media. In particular, MSA employees should be mindful of the impact of their comments on students and families, particularly with speech containing obscene or sexually explicit language, images or acts; or statements or other forms of speech that ridicule, malign, disparage, or otherwise express bias against any race, any religion, or any protected class of individuals. Employees also should take caution about speech involving themselves or other employees that reflect behavior that may be reasonably considered as reckless or irresponsible.
- E. MSA employees may not divulge information gained by reason of their authority; make any statements, speeches, appearances and endorsements; or publish materials that could be reasonably considered to represent the views or positions of the Minnesota State Academies without express authorization. This includes pictures, videos, and other materials taken during work time.
- F. MSA employees should be aware that privacy settings and social media sites are constantly in flux and they should never assume that personal information posted on such sites is protected.
- G. MSA employees should expect that any information created, transmitted, downloaded, exchanged, or discussed in a public online forum may be accessed by MSA at any time without prior notice.
- H. MSA employees are prohibited from utilizing work time to access/manage their personal social media sites without express authorization. When using MSA's computer systems, use of social media for business purposes is allowed, but personal use of social media networks or personal blogging of online content may result in disciplinary action.

VI. REPORTING VIOLATIONS

Any employee becoming aware of or having knowledge of a posting or any website/webpage in violation of the provisions of this policy shall notify their supervisor immediately for follow-up action.