

Changes to Chinook's Edge School Division (CESD) Annual Re-enrollment Form

Beginning in the 2024/25 school year, the Chinook's Edge School Division (CESD) Annual Re-enrollment 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 CESD's social media accounts, and CESD's public websites, division publications, and news media.

To address any questions or concerns families might have, CESD offers the following questions and answers.

Why does the school board want to share my child's information publicly? What specific goals and objectives is CESD 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 engaging every student in meaningful learning by challenging, encouraging and believing in them (the mission of Chinook's Edge School Division).

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 Facebook, Twitter and YouTube at the division level, and at the school level Facebook and (for some schools) Instagram, our division and school 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 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 CESD cannot preview individual pieces of content with each parent, please be assured that our intent is to be respectful, positive, and focused on celebrating achievements. We generally tend to focus on sharing images of learning activities, rather than on publishing student names, unless the goal is to recognize specific individual accomplishments.

What about yearbooks?

Chinook's Edge School Division collects, uses, and discloses personal information of students and parents as outlined under the provisions of the Education Act and in accordance with Section 33(c) of the Freedom of Information and Protection of Privacy Act (FOIP). There are a number of permitted uses of student information under legislation which do not require parental consent. One of the permitted uses is internal communication which includes yearbooks.

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 such as selecting CESD's websites only, or limiting consent to only sharing photos (without names).

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 CESD and our school 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. CESD cannot control the use and distribution of personal information captured at public events by third parties.

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

As outlined in the Act, it is permissible for CESD 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 CESD's Google Workspace for Education, SeeSaw, and Clevr
- Showing on artwork or other material displayed at the school or another school board facility including showing 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 Re-enrollment Form, CESD is seeking permission to share your child's personal information for one 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.

CESD appreciates all families willing to help make learning visible across Central Alberta. Families with questions surrounding FOIP are asked to contact their school principal. Questions can also be directed to CESD's FOIP Coordinator Nadeem Altaf: naltaf@cesd73.ca.