

PUBLICIZING EXCHANGE STUDENTS

The dooz and donce

NAYEN CONFERENCE –ORLANDO

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PANELISTS

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There will be two sections to this presentation:

I Regulations concerning student recruitment

II Discussion of post arrival issues

Who has regulations regarding what information can be published about exchange students?

For U.S. based programs

- United States Department of State – all programs
- CSIET (Council on Standards for International Educational Travel) - member listed programs

For Rotary programs world wide

- Rotary Code of Policies
- sort of



*United States
Department of
State*



Council on
Standards for
International
Educational Travel

Current State Department
and CSJET regulations deal
primarily with

STUDENT RECRUITEMENT

- (1) professionally, ethically, and accurately reflect the sponsor’s purposes**
- (2) Not publicize the need for host families ...that appeal to public pity or guilt, imply that an exchange student will be denied participation if a host family is not found immediately, or identify photos of individual exchange**
- (3) Not compromises the privacy, safety or security of participants, families, or schools. Specifically, sponsors shall not include personal student data or contact information (including addresses, phone numbers or email addresses) or photographs of the student on Web sites or in other promotional materials ; and**
- (4) Ensure that access to exchange student photographs and personally identifying information to host families who have been fully vetted**

What is a “fully vetted and selected” host family?

- 1. host family application**
- 2. in-person and in-home interview**
- 3. criminal background check for each adult member (18 years of age or turning 18 during the exchange year) living in the family home.**
- 4. two non-relative personal references**

2. What is “personal student data” and “personally identifying information” (per §62.25(j)(3) and (4))?

- any information/data that can be used to (alone or with other sources) uniquely identify, contact, or locate a single individual (i.e., prospective or actual student).
- program sponsors should always err on the side of “less is best”.

UNACCEPTABLE LANGUAGE

Urgently Needed, Don't let me be homeless, This is an emergency

ACCEPTABLE LANGUAGE

Open your hearts and home, Host a foreign Exchange Student

Acceptable Student Information/Data

Available to Potential Host Families Prior to being “Fully Vetted and Accepted” for Participation:

1. First name only
2. Age (not Date of Birth)
3. Home country
4. Gender
5. Hobbies/General Interests (keep very general)
5. Natural family (keep very general)
6. Personal letter or essay edited/redacted with no personally identifiable information contained in the NOT acceptable list

Not Acceptable Student Information/Data (at a minimum)

Available to Potential Host Families Prior to being “Fully Vetted and Accepted” for Participation:

1. SEVIS number
2. Last name of student
3. Date of birth
4. Birthplace or home city or town
5. Providing first/last names of parents and siblings
6. Student’s (and natural family members’) mailing addresses/telephone/mobile numbers/email addresses
7. Student’s social media page(s) or instant messenger (IM) name

HOST FAMILY NEEDED URGENTLY

Without a host family he can not
participate in the exchange program

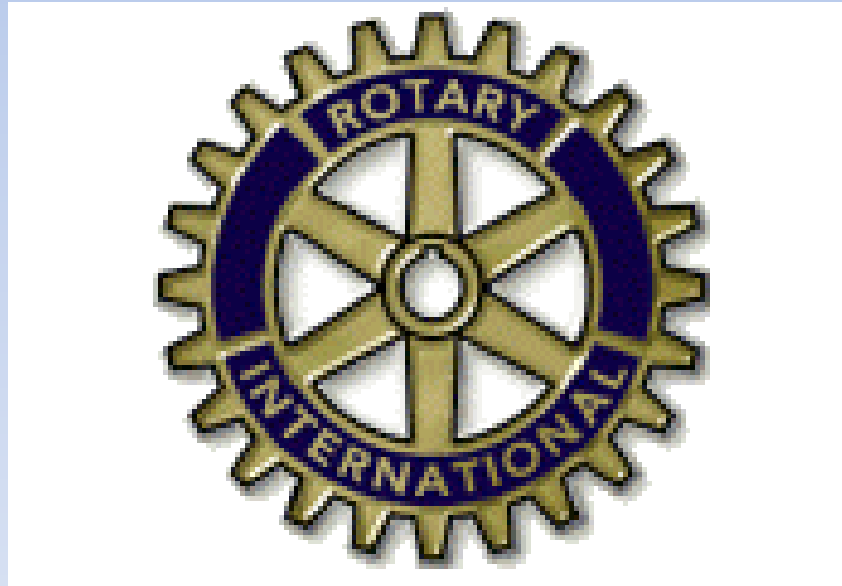


Little Denny White is in desperate need of a host family. His birthday is February 21st, 1946 and he lives at 123 Dead End Street, Sturgeon Bay, Wisconsin. He enjoys single malt scotch and listening to The Kingston Trio and Taiwanese Tea Ceremony Music. He is a champion contact bowler who could help any high school team.

The sponsoring organization is willing to pay a substantial monthly fee to any family willing to host. For a copy of Little Denny's application call the sponsor organization.

So far all we have talked about is Department of State and CSJET regulations concerning promotion and advertising.

What are Rotary's regulations?



NADA!

**But fear not there are
some directions which
could be worked into
this subject!**

The closest thing to a policy statement relative to the subject of this session is the following:

2.110.1. Statement of Conduct for Working with Youth

Rotary International strives to create and maintain **a safe environment for all youth who participate in Rotary activities**. To the best of their ability, Rotarians, Rotarians' spouse, and partners, and other volunteers must safeguard the children and young people they come into contact with and protect them from physical, sexual, and emotional abuse.

In preparing for this session I received the following statement from Rotary:

We've received a number of recent inquiries into data privacy concerns and it is a subject for which we are trying to provide more resources. Additionally, the Youth Exchange Committee was recently discussing this issue and considering recommendations to the Board on this matter. As a result, we are planning a session on this at the preconvention in Lisbon to gather more feedback on best practices.

Citations for this section:

Rotary:

Code of Policies – 2.110.1 Youth Protection – Statement of Conduct for Working with Youth

CSIET:

Standard 4: Promotion

Department of State:

22 CFR 62.25

And I know a good thing when I steal it – thank you James!



This will be available on yeoresources when Little Denny White puts it there

PART II

Discussion of Post Arrival Media Issues

This section will be open discussion.

Why?

There are no rules, regulations, or directives which specifically deal with the following matters which arise once students arrive and are settled in with their host families:

Facebook or similar social media

Twitter

Web pages or press releases of clubs

Web pages or press releases of Districts

Web pages or press releases of schools, churches or other public bodies not related to Rotary

Common sense dictates that where media is controlled by Rotary in any form many of the restrictions applicable to recruitment should apply:

No personally identifiable information

No last name, no birthdate, no school attended

No host family information, address, etc.

But what about media not controlled by Rotary?

- Facebook pages created by the students themselves – should any club, district or multi district endorse or link to these (or for that matter, CREATE them?)
- Should Rotary be concerned if a community based organization (church, school, temple, community team) discloses information that Rotary could not or should not disclose?