

American Student Achievement Institute

PRIVACY POLICY

The American Student Achievement Institute (ASAI) is committed to protecting the privacy of schools, organizations and individuals that use ASAI's Online Systems.

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Protecting your private information is our priority. This Statement of Privacy applies to the www.asainstitute.org and American Student Achievement Institute and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to American Student Achievement Institute include www.asainstitute.org and ASAI. The ASAI website is an educational consulting and program registration / enrollment site. By using the ASAI website, you consent to the data practices described in this statement.

Collection of your Personal Information

ASAI may collect personally identifiable information, such as your name. If you purchase ASAI's products and services including conference and program registration, we collect billing and credit card information. This information is used to complete the purchase transaction. ASAI may also collect anonymous demographic information, which is not unique to you, such as your age, gender, and race/ethnicity. We may gather additional personal or non-personal information in the future.

Information about your computer hardware and software may be automatically collected by ASAI. This information can include: your IP address, browser type, domain names, access times and referring

website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the ASAI website.

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through 1) ASAI's public message boards such as the School Improvement Institute's online discussion tools, and 2) various strategic plan components published online by a local steering team (e.g. Steering Team roster), this information may be collected and used by others.

ASAI encourages you to review the privacy statements of websites you choose to link to from ASAI so that you can understand how those websites collect, use and share your information. ASAI is not responsible for the privacy statements or other content on websites outside of the ASAI website.

Use of your Personal Information

ASAI collects and uses your personal information to operate its website(s) and deliver the services you have requested.

ASAI may also use your personally identifiable information to inform you of other products or services available from ASAI and its affiliates. ASAI may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

ASAI does not sell, rent or lease its online user lists to third parties except as directed to do so by the user.

ASAI may share data with trusted partners to help perform statistical analysis and evaluation. All such third parties are prohibited from using your personal information except to provide these services to ASAI, and they are required to maintain the confidentiality of your information.

ASAI may keep track of the websites and pages our users visit within ASAI, in order to determine what ASAI services are the most popular. This data is used to help ASAI evaluate the ASAI Online System.

ASAI will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on ASAI or the site; (b) protect and defend the rights or property of ASAI; and, (c) act under exigent circumstances to protect the personal safety of users of ASAI, or the public.

Use of Cookies

The ASAI website may use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize ASAI pages, or register with ASAI site or services, a cookie helps ASAI to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, strategic plan content, and so on. When you return to the same ASAI website, the information you previously provided can be retrieved, so you can easily use the ASAI features that you customized.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the ASAI services or websites you visit.

Security of your Personal Information

To secure your personal information from unauthorized access, use or disclosure, ASAI uses the following:

- RapidSSL
- Amazon Web Services EC2 firewall

Children Under Thirteen

ASAI does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or guardian for permission to use this website.

FERPA:

ASAI's procedures for collecting, storing and sharing student data have been reviewed by attorneys to ensure that ASAI is in full compliance with Family Education Right to Privacy Act (FERPA) and Indiana Code 20-30-5-17. ASAI handles all student data in accordance with these regulations.

Sharing Steering Team Submissions with Others

Products developed and entered into an ASAI Online System by Steering Teams (e.g. meeting minutes, vision, goals, root causes, activities) are never shared by ASAI with other organizations or individuals. Users have an opportunity to share their work with other users or post their work on a public website. Organizations not wanting to share the information listed below should follow instructions below:

COMPONENT	OPTION				If you don't want to share this information
	School Improvement Institute	Redesigning School Counseling	College Success Network	Advancing Academic Rigor	
Program Plan	Post Online	Post Online	Post Online		Don't publish your SIP
Activities / Lesson Plans	Include in Searchable Database	Don't give permission to include activities in the searchable database			

Sharing Student Survey Information

School Improvement Survey (School Improvement Institute)

The School Improvement Survey is a voluntary survey of students, teachers, parents and community members. The survey helps the school and community develop a targeted School Improvement Plan. Schools may obtain password-protected data reports for groups of students when there are at least ten students in the group. No information is collected during this survey that would enable an individual student to be identified.

School Improvement Survey			
SURVEY TAKERS	CONTENT	AVAILABLE REPORTS	If you don't want student responses to appear in the reports, you should:
Students Teachers Parents Community members	<ul style="list-style-type: none"> • Expectations for achievement • Curriculum rigor • Student engagement • Classroom assessments • Extra help • Student guidance (not social-personal counseling) • Environment (discipline / parent involvement) 	<ul style="list-style-type: none"> • All students • Geographic disaggregation reports: School, statewide (for some states), regional (for some states), national • Grade level disaggregation reports • Student demographic disaggregation reports: Gender, race/ethnicity, lunch program status, special education participation status, limited English learner status, 	Not give the surveys.

College Readiness Survey (Redesigning School Counseling)

The ASAI College Readiness Survey is a voluntary student survey that is part of the Redesigning School Counseling Online System. The purpose of this survey is to provide schools and communities with group data that will help them design academic and career guidance programs and activities, and 2) to provide schools with the names of students and contact information for students who request additional information during the survey.

The survey includes four question sets. The first survey set is included on all student surveys and includes questions about students plans and the choices they have made during the past year in areas that impact achievement. Three of the sets are optional. Each school decides whether or not to include these question sets when setting up the survey. The other three survey sets (guidance needs, counseling needs, perception of the school counselor) are optional. Each school decides whether or not to include these optional survey sets in their students' surveys while they are setting up the survey for their students.

At the beginning of each survey, students provide their 1) name, 2) contact information (mailing address, phone, cell phone, email), and 3) demographics (gender, race/ethnicity, lunch program status, special education participation status, limited English learner status, parental college status, and typical school grades) in a special survey section called "About You." The ASAI database associates this information with questions on the plans and choices survey questions and the guidance needs survey questions. The database does NOT associate responses in the "about You" section with students responses for the Student Assistance Needs and Perceptions of the School Counselor questions.

Survey responses are provided on several reports as indicated in the following table. Schools can keep student responses from appearing on these reports as indicated below:

SURVEY QUESTIONS			If you don't want student responses to appear in the report, you should:		
SET	CONTENT	OPTIONAL SET?	GROUP REPORTS (public)	GROUP REPORTS (school only)	INDIVIDUAL REPORTS (school only)
A	Plans and Choices *	NO	Not give the survey	Not give the survey	Not give the survey OR Not use the Student List Generator feature
B	Guidance Needs **	YES	Not include the survey set	Not include the survey set	
C	Student Assistance Needs ***	YES	NOT APPLICABLE (responses <u>never</u> appear in a public report)	Not include the survey set	NOT APPLICABLE (responses <u>never</u> appear in an individual student list)
D	Perceptions of Counselor ****	YES		Not include the survey set	

* **Set A: Plans and Choices:** This question set asks questions about students' postsecondary plans, career interests and whether or not they made key choices during the past year in key areas that impact academic success and postsecondary enrollment and success. These questions are associated with the students' name, contact information and demographics. Individual student responses are shared with the students' school if, during the survey, the students 1) request additional information from their school counselor, and 2) give permission to ASAI to release their contact information and survey responses to their school counselor.

** **Set B – Student Guidance Needs (optional):** Set B is an optional survey question set that school may opt to include or exclude from their students' surveys. Set B questions include questions about the students' guidance needs as indicated by students' responses to questions about their knowledge in the areas of academic and career development. Student responses to the questions in Set B are associated with the students' name, contact information and demographics. Individual student responses are shared with the students' school if, during the survey, the students 1) request additional information from their school counselor, and 2) give permission to ASAI to release their contact information and survey responses to their school counselor.

*** **Set C – Student Assistance Needs (optional):** Set C is an optional survey question set that schools may opt to include or exclude from their students' surveys. The questions in Set C ask students about their personal and social needs. Because the questions in Set C are actually part of a second survey, the student responses are associated with student demographics, but are NEVER associated with the students' name or contact information. Therefore, individual responses are NEVER available to the school. Aggregated group data is only available to the school and is NEVER available to the public.

**** **Set D – Perceptions of the School Counselor (optional):** Set d is an optional survey question set that schools may opt to include or exclude from their students' surveys. The questions in Set D ask students about their perception of their counselor's skills, knowledge, disposition. Because the questions in Set D are actually part of a second survey, the student responses are associated with student demographics, but are NEVER associated with the students' name or contact information. Therefore, individual responses are NEVER available to the school. Aggregated group data is only available to the school and is NEVER available to the public.

Opt-Out & Unsubscribe

We respect your privacy and give you an opportunity to opt-out of receiving announcements of certain information. Users may opt-out of receiving any or all communications from ASAI by contacting us here:

- Email: asai@asainstitute.org
- Phone: 812-349-4142

Changes to this Policy

ASAI will occasionally update this Privacy Policy to reflect company and customer feedback. ASAI encourages you to periodically review this Statement to be informed of how ASAI is protecting your information.

Contact Information

ASAI welcomes your questions or comments regarding this Statement of Privacy. If you believe that ASAI has not adhered to this Statement, please contact ASAI at:

American Student Achievement Institute
3925 E. Hagen St., Suite 105
Bloomington, Indiana 47401

Email Address:
asai@asainstitute.org

Telephone number:
812-349-4142

Revision History by the ASAI Board of Directors

- Initial Privacy Policy adopted: March 13, 2014
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