

# UTAH STATE BOARD OF EDUCATION

**Subject:**

DISCUSSION: Data Sharing for Charter School Marketing and Potential Amendments to R277-487, Public School Data Confidentiality and Disclosure

**Agenda item type:**

Discussion Item

**Recommended Action:**

Provide direction to staff on preferred option, if any, to be codified in R277-487.

**Background:**

This item is to discuss if and how to provide family contact information to LEAs.

Some charter schools—primarily early-college high school charter schools—are seeking contact information for families so they can send marketing materials to advertise their schools and programs. Historically, these charter schools have requested this family contact information from school districts, and the school districts provided the information. However, in recent years, school districts have been declining to share the data. This makes it difficult for the charter schools to advertise their programs.

In the attached document, staff have outlined potential options that may address the issue above. Based on the results of the discussion, the Committee may wish to direct staff to draft amendments to Board Rule R277-487 to meet this request.

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**Attachments:**

1. Data Sharing for Charter School Marketing