

Canon 1:
Demonstrate honesty, integrity, and professionalism at all times

A parent had requested that the school not disclose his child's directory information to the public. Upon receiving a series of advertisements from a local photographer—with his child's middle name misspelled in exactly the same way as in school mailings—the parent asked a school board member whether the district shared contact information with commercial organizations. The board member asserted that the district would never do such a thing, but agreed that the identical misspelling was suspicious and decided to notify the superintendent. The superintendent's investigation revealed that the wife of the district's database manager was a photographer who specialized in children's photos. The database manager's employment was terminated after he admitted that he had shared the data without following proper procedures for the release of student information.