

**COMMUNICATIONS  
ADDRESSING TITLE IX  
ISSUES**  
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**Each and every time you *COMMUNICATE*,  
 you shape public opinion about **YOU**, your  
**PROFESSION** and your **DISTRICT**.**

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**FOUR SCENARIOS WILL BE ADDRESSED**

1. Employee arrested for improper relationship with student
2. **Former employee arrested for possession of child pornography**
3. Lawsuit against district and administrators alleging deliberate indifference and cover up of sexual assault of student
4. Family alleges on social media that school officials have discriminated against LGBTQ student

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**MEDIA "PECKING" ORDER**



1. Weather
2. Tragedy
3. Sports
4. National News
5. Politics
6. City
7. Education
8. County

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**WHAT VIEWERS WANT TO SEE AND HEAR ABOUT EDUCATION AND SCHOOLS**

1. **Safety and security in schools** (disasters, emergencies, health issues, inappropriate teacher/student relationships, bus issues, suicides, traffic issues)
2. **\*Quality of education in and within area schools** (testing, cheating scandals, financial disparities, classroom sizes, teacher quality and shortages, discipline issues, employee disputes, quality of facilities, teacher certifications, districts of innovation, budget shortfalls, board mishaps)
3. **Violence in schools** (including illegal happenings, racial tensions, walk-outs, concealed weapon issues, shootings, )
4. **National/state news brought to the local level** (clowns, charter operators, vouchers, teacher salaries, cameras in the health issues, pandemic/COVID, immunizations)



**\*If a reporter issues an open records request for any of these, 100% chance surrounding districts got the same open records request.**

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**IN CRISIS, LEADERS MORE THAN EVER NEED TO PROVIDE EVIDENCE OF:**



- Trust
- Compassion
- Stability
- Hope

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**COMPASSION**

- Safety and well-being of our students is a priority...
- Our heart, thoughts, prayers are extended to the family, community...
- Our education family is grieving at the loss, thought, tragedy...
- We are reaching out to the students, families affected

**TRUST**

- Time of incident and when district was notified and did something about it
- We are cooperating with the authorities
- We continue to monitor the situation
- Provide additional information as it becomes available
- Conducted thorough investigation...

**STATEMENT STARTERS:**



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**STATEMENT STARTERS:**



**STABILITY**

- XYZ ISD follows state law and locally adopted procedures
  - Fingerprint
  - Background checks
  - Minimum of three references
  - Counselors are available
  - TEA, authorities notified

**HOPE**

- We take threats, occurrences, incidents such as this seriously
- Moving forward with a productive day of teaching and learning
- Individual placed on administrative leave

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**Address the Public's  
THREE  
Main Concerns**

1. That you care about the harm caused.
2. What happened?
3. How will you fix it so it doesn't happen again?

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**YOUR STATEMENT SHOULD INCLUDE:**

- ◆ When did you know?
- ◆ When should you have known?
- ◆ Who was involved and where did it happen?
- ◆ What did you do when you found out?
- ◆ Were your actions appropriate?
- ◆ What are you doing to move forward and how will things be different?



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**TIPS TO CONSIDER**



- Have attorney review any public statement regarding personnel or student
- Check what you know about FERPA and Texas Open Record Laws
- Determine if it is your story to tell?
- While under investigation information may not be reportable
- Distinguish what is school information to share and what is information is for authorities to share.
- Determine one source for posting information and direct all other outlets to that source

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**TITLE IX  
SCENARIO #1**

Employee  
arrested for  
improper  
relationship  
with student

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1. Safety and well being of students...
2. Learned of incident [date & time] involving employee
  - Or notified by authorities [date/time]
  - Can mention involving minor/student enrolled in district (I would not mention the campus)
3. Placed individual on leave [date/time]
4. Conducted [internal investigation]
  - Alerted authorities...
  - Cooperating with authorities
  - Reported incident to TEA as required by law
5. No further information can be divulged while the investigation is on-going.
6. Matters related to the arrest can be directed to the authorities/
7. The district will continue to conduct background checks, fingerprint checks and contact a minimum of three references in our hiring practices to include a character reference prior to hiring
8. XYZ ISD will continue to follow all requirements of new Title IX laws.

**Title IX Tips:**

- Title IX coordinator received complaint [date/time]
- Title IX investigator implemented procedures required of federal law...
- Title IX advisor working closely with the family of the complainer

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**Our first and foremost concern is the safety of our students.**

**When the allegations were brought to our attention, we immediately reported them to law enforcement and Texas Education Agency.**

**School officials are cooperating with law enforcement during the ongoing investigation.**

**At this time, the teacher has been placed on (paid/unpaid administrative leave) until further notice.**

**All faculty and staff in XYZ ISD go through a thorough background check prior to hiring.**

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**TITLE IX SCENARIO #2**

**Former employee arrested for possession of child pornography**

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**Not your story!**

**Tip:**  
 School district technology/equipment could be part of the investigation. If so...

- "SRO is cooperating with authorities regarding the use of any district equipment and technology during the time of employment"
- "the authorities have sequestered district technology and equipment used during time of employment."

**Why is this not your story?**

- FORMER employee
- "We are disturbed to learn that a former XYZ ISD employee has been arrested..."
- Do know you need to share the following:
  - Confirm the individual has/has not been employed by your district
  - Date of employment/date of termination
  - Can include job/position during employment
  - Title IX Coordinator and/or SRO is cooperating with authorities
- Such behavior is not acceptable or tolerated at XYZ ISD.

**Refer to authorities to provide information related to:**

- Arrest
- Details leading to arrest

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Statement for IF the accused is employed by the district

The subject of the arrest was unrelated to his/her employment, and the arrest did not occur on school/district property.

The employee has not been in the classroom since the arrest, and until the matter is resolved will remain out of the classroom.

While this is a personnel issue that is under investigation, I can share that the employee is currently on unpaid leave.

The safety and well-being of our students is always our highest priority.

School administrators and district staff will be supporting students enrolled in this teacher's courses.

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**TITLE IX SCENARIO #3**

Lawsuit against district and administrators alleging deliberate indifference and cover up of sexual assault of student

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BE MINDFUL....

Lawsuit against district and administrators alleging deliberate indifference and cover up of sexual assault of student.

- **Trust** may likely be compromised.
  - **Empathy/Compassion** is paramount!
    - "It is heartbreaking that such an accusation has occurred. We take this seriously and are in the process of tasking our highly trained Title IX staff to conduct a fair and accurate investigate following the guidelines of the federal mandate and with the guidance of the district legal counsel."
- **Stability** can be addressed by repeating **internally and externally** regarding efforts to move forward and preventive measures being implemented **to assure it does not happen again.**
  - New policy/procedures/practices
  - Continued training of staff
  - Continue to cooperate with the authorities
- **Hope** can be established in a statement such as, "in the 90-year history of XYZ ISD, such an incidence has never been reported and every measure is being taken to assure it never happens again."

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- Consult with attorney on everything!
- Communicate internally and externally
- Confirm the investigation is on-going.
- Follow FERPA guidelines with the use of names.

**Take opportunity of your Title IX roles to verify fairness**

- **Title IX coordinator** is trained and overseeing the process
- **Title IX Investigator** is trained to conduct an impartial investigation
- **Title IX decision-maker** is trained to determine which evidence is relevant and weigh the evidence upon certain standards and statutory mandates
- **Title IX facilitator** trained in unbiased processes for best reaching resolutions
- **Title IX Advisor** is available to assist the student and family

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# TITLE IX SCENARIO #4

Family alleges on social media that school officials have discriminated against LGBTQ student

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## Let's talk about this one!

- Is alleging on social media the same as a formal complaint?
- Where are the posts taking place? District social media pages/platforms? Individual or group pages/platforms?
- How is your district's perception affected by the postings?
- What do you know about deleting posts?

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- Title IX Tips:**
- Refer to policy
  - Post policy for easy access on all district/campus website pages

**Next steps:**

- Contact the complainer directly.
- Avoid a Facebook/Twitter war.
- Attempt to resolve the issue between the complainer and accused.
- Listen. Listen. Listen.
- If there is no formal complaint, it is likely that the accuser just needs to be heard.

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**ON THE PR FRONT ...**

- **Is your policy accessible and easy to locate?**

The more difficult to locate, perception is it is not important

- **Do your photos and videos include students and families with a wide range of diversity?**

The less diversity in visuals can create perception that inclusion is not important

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**MORE...**

**About Title IX:**

- Is your Title IX Coordinator name and contact information prominently displayed on the district website?
- Is your nondiscrimination notice readily accessible on your website?
- Is your Title IX grievance procedure posted on your website?

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