

IKON INSIGHTS

TECHNOLOGY NEWS FOR K-12 SCHOOLS

Brought to you by IKON EduTech Group, Inc.



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This monthly publication provided courtesy of IKON EduTech Group.

IKON is a premium IT consulting company focused on providing K-12 schools with customized technology solutions and personalized support.

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FERPA & DIRECTORY INFORMATION ANNUAL NOTIFICATION

As the school year begins, you must revisit your Family Educational Rights and Privacy Act (FERPA) annual notification. FERPA requires K-12 schools to inform parents and eligible students (those 18 or older) of their rights under the law. Schools must ensure this information is readily available and accessible—whether through a website, direct communication, or other methods that guarantee visibility. Here’s a quick reminder of what’s needed and how IKON EduTech Group can help you stay compliant.

ANNUAL NOTIFICATION REQUIREMENTS

FERPA mandates that schools provide annual notifications to parents and eligible students. Posting this notice on your website is a good start, but it’s not enough by itself. Schools must also inform parents and students where they can find the notice. This can be accomplished via email, newsletters, or other regular communication methods. Additionally, don’t forget to ensure accessibility for individuals with disabilities and those whose primary language isn’t English.

Your FERPA notice must inform parents and eligible students about their rights to:

- Inspect and review their child’s educational records.
- Request amendments to records they believe are inaccurate.

Control the disclosure of personally identifiable information (PII).

File complaints with the U.S. Department of Education regarding non-compliance.

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FERPA & DIRECTORY INFORMATION ANNUAL NOTIFICATION

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It's important that schools respond to requests for record access within 45 days. Even if the records are held by a third-party service provider, they are still the school's responsibility during this period.

DIRECTORY INFORMATION NOTICE

Many schools choose to combine their FERPA and Directory Information Notices. If you go this route, you must include:

- A list of PII that is designated as directory information (such as student name, grade level, etc.).
- A clear opt-out process for parents and students who do not want their information included.
- Clear instructions on how to submit opt-out requests, including deadlines that align with the school year.

HOW IKON EDUTECH GROUP CAN HELP

Ensuring your annual FERPA notifications and data compliance efforts meet the latest legal standards can be a challenge. IKON EduTech Group specializes in helping K-12 schools manage their data privacy and compliance efforts. From reviewing your notification processes to implementing technology that keeps student data safe, we're here to provide the support you need.

Reach out to IKON EduTech Group today to discuss how we can help your school navigate the complexities of FERPA compliance and ensure your students' data remains secure.

ADDITIONAL RESOURCES

RESOURCE	DESCRIPTION	URL
U.S. DEPARTMENT OF EDUCATION FERPA OVERVIEW	Comprehensive overview of FERPA and compliance guidelines for educational agencies.	https://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html
MODEL NOTIFICATION OF RIGHTS UNDER FERPA	Official model notification to help schools craft their FERPA notices.	https://www2.ed.gov/policy/gen/guid/fpco/ferpa/lea-officials.html
FERPA AND DIRECTORY INFORMATION GUIDANCE	Detailed guide on handling directory information and opt-out processes under FERPA.	https://www2.ed.gov/policy/gen/guid/fpco/ferpa/lea-officials.html
U.S. DEPARTMENT OF EDUCATION - FAQs ON FERPA	Frequently asked questions addressing common concerns regarding FERPA and student privacy.	https://studentprivacy.ed.gov/faq
PROTECTING STUDENT PRIVACY - FERPA COMPLIANCE	A hub of resources provided by the U.S. Department of Education's Student Privacy Policy Office.	https://studentprivacy.ed.gov/

EXCITING OPPORTUNITY FOR SCHOOLS TO RECEIVE FREE TECHNOLOGY PRODUCTS!



in partnership with
Kensington

IKON Edutech Group is thrilled to announce a new partnership with Kensington to offer a unique opportunity for the schools we collaborate with. We are providing a range of high-quality technology products for free in exchange for comprehensive product reviews. This is a fantastic chance for schools to enhance their tech resources while contributing valuable feedback.

ABOUT KENSINGTON

Kensington is dedicated to empowering education by offering products that help students connect with technology and teachers connect with students. Effective teaching goes beyond choosing the right platform or desk configuration; it's about building a flexible space and a versatile toolkit that adapt to the needs of every lesson and every child. Kensington products are designed to create flexible spaces, encourage collaboration, and support diverse learning and teaching styles. With the help of their Tech Advisors embedded in schools nationwide, Kensington stays ahead of educational trends and provides robust, adaptable tools that yield meaningful results in the classroom.

WHY SCHOOLS TRUST KENSINGTON

- Flexible Spaces: Products designed to adapt to different teaching and learning styles.
- Collaboration: Tools that promote interaction and teamwork.
- Trends: Insightful Tech Advisors keep Kensington products at the forefront of educational innovation.
- Meaningful Results: Robust and adaptable tools that drive success in the classroom.

WHAT'S ON OFFER?

Focus group participants will receive a variety of Kensington products, including:

- Docking Stations
- Headphones
- Charging Cabinets
- Biometric Fingerprint Keys
- Ergonomic Products

These products are provided at no cost and with no strings attached. In return, we ask for an in-depth review of the products to help us understand their impact and effectiveness in real classroom settings.

HOW TO PARTICIPATE

To take advantage of this opportunity and receive free Kensington products for your school, please fill out our online form to request more information. We look forward to partnering with you to enhance your educational environment with top-tier technology solutions.

Join us in this exciting initiative to bring innovative technology to your classrooms and help shape the future of educational tools!



HOW OPENAI AND GOOGLE ARE TACKLING AI CHEATING IN SCHOOLS

With AI becoming a bigger part of our lives, telling the difference between human-written and AI-generated content is more important than ever. OpenAI and Google are leading the charge with innovative solutions to tackle this challenge. OpenAI has created a method to detect AI-written text, while Google has developed SynthID, a tool for watermarking AI-generated text and video. Let's dive into what they're up to and why it matters.

OPENAI'S WATERMARKING TECHNOLOGY: SPOTTING AI TEXT

OpenAI, the team behind ChatGPT, has come up with a clever way to spot AI-generated text. Their method involves a watermark that tweaks how words are selected during text generation. This watermark leaves a hidden pattern that their tools can easily detect. With a 99.9% accuracy rate, it's pretty reliable at picking out AI-written content.

But there's been a bit of back-and-forth inside OpenAI about rolling this out. Here's what's holding them back:

1. **User Concerns:** A survey showed that 69% of ChatGPT users worry about false accusations of using AI if watermarking goes live. Nearly 30% might use ChatGPT less if other tools offer watermark-free options.
2. **Fairness for Non-Native Speakers:** OpenAI wants to make sure their tools don't unfairly target non-native English speakers.
3. **Transparency vs. User Retention:** OpenAI is trying to balance being transparent with keeping users happy. While some employees want to release the tool for its benefits, others fear it might scare users away.

Despite these worries, tests show watermarking doesn't mess up ChatGPT's quality. OpenAI is looking for ways to ease concerns and highlight the importance of transparency.

GOOGLE'S SYNTHID: WATERMARKING TEXT AND VIDEO

Google has stepped in with SynthID, a toolkit for watermarking AI content. SynthID aims to help identify AI-generated content and reduce misinformation risks. Here's what makes SynthID stand out:

- **Text and Video Watermarking:** SynthID watermarks AI-generated text in the Gemini app and video in Veo, Google's video model, covering every frame.



- **Invisible Watermark:** The watermark is hidden and doesn't affect the content's quality or speed.
- **Scalable and Compatible:** SynthID works with popular AI text models and can scale up easily.

Google knows SynthID isn't a perfect solution but sees it as a crucial step in making AI content identification more reliable. They plan to open-source it, allowing developers to build it into their models.

WHY THIS MATTERS

OpenAI and Google are making strides in detecting AI-generated content, tackling the ethical and practical challenges AI brings. These watermarking tools are a big step forward in AI transparency and help users make informed choices about AI-generated content.

As AI keeps evolving, tools like OpenAI's watermarking and Google's SynthID will be essential in ensuring AI-generated content is clear and responsibly used.