



Model and Photo Release

1. PURPOSE

This policy establishes the expectations and requirements associated with the collection of model and photo releases at Northern Pennsylvania Regional College (“NPRC” or the “College”).

2. SCOPE AND APPLICABILITY

This policy applies to all employees, academic students, and workforce development students.

3. REFERENCES

- 3.1 CLDR-1110: Policy Review Schedule
- 3.2 INDX-1110: Master Policy Index
- 3.3 FORM-7405-01: Model Release
- 3.4 FORM-7405-02: Photo Release
- 3.5 FORM-9040-02: FERPA Waiver
- 3.6 FORM-9040-03: Directory Information and Photo Release
- 3.7 NPRC-3240: Educational Rights and Privacy

4. DEFINITIONS

- 4.1 Facility(ies) and Facility Property(ies) refer to any NPRC Administrative Center(s), NPRC Education and Training Center(s), Instructional Locations, Instructional Sites, or other physical space utilized by NPRC which may not be directly owned or controlled by the College at which any College activity, educational or otherwise, occurs.
- 4.2 A Model Release is a form utilized by the Marketing and Public Relations Department for larger production projects and signed by the subject of photos, videos, or written materials granting permissions to publish the respective form of collateral.
- 4.3 A Photo Release is preemptive permission given by employees and students to photograph them during informal student-related activities for social media and other informal outreach.

- 4.4 An employee shall mean any individual who serves the College in a full-time or part-time capacity as an administrator, staff, or faculty.
- 4.5 An Academic Student is any student enrolled in any credit-bearing course(s) of instruction offered by the College.
- 4.6 A Workforce Development Student is any individual enrolled in any non-credit class or non-credit training experience sanctioned by the College.

5. POLICY

- 5.1 When utilizing photographs, videos, stories, or other related media of the Department of Marketing and Public Relations in any NPRC produced programs, advertising, promotions, social media, or publicity that represent faculty, staff, enrolled or previously enrolled students, model releases and photo releases must be acquired before publication or otherwise made publicly available.
- 5.2 For any materials that contain current or former students, FORM-9040-02: FERPA Waiver must be completed by the student. If a student has opted out of sharing Directory Information through FORM-9040-03: Directory Information and Photo Release, they must be excluded from materials, unless a new Directory Form is completed allowing for the sharing of Directory Information.
- 5.3 NPRC's photo release for students is included as Section B of FORM-9040-03: Directory Information and Photo Release.
- 5.4 In the case a student permits usage of photos as stated in Section B of FORM-9040-03: Directory Information and Photo Release, and it is conflicting with their release of directory information, images of their likeness will continue to be used. No directory information will be released for such a student.
- 5.5 The employee photo release will be administered as part of the onboarding process.
- 5.6 Model releases are required for larger NPRC production events and released publications if the individual:
 - 5.6.1 Is the primary focus of the photograph or video;
 - 5.6.2 Is identifiable in a small group of students or employees performing student-related activities;
 - 5.6.3 Has been recruited to serve as a model; or
 - 5.6.4 Is a minor under 18 years of age.
- 5.7 For students that are determined to be under 18 years of age, parental release is also required with a model release.
- 5.8 Model or photo releases are not required if:
 - 5.8.1 Photographs are in a large group shot, in a public space, or at public events with little expectation of privacy;

- 5.8.2 It is a wide shot of a classroom or scenic shots with no single subjects;
- 5.8.3 The subject is not recognizable, such as silhouettes, posterior views, or out of focus shots.
- 5.8.4 Photos or videos are not being taken or distributed by NPRC, such as media coverage.
- 5.9 In cases where multiple students are in a photo or video, respective releases must be obtained from each subject in the photo or video.
- 5.10 Model releases are effective for ten years and will remain on file indefinitely.
- 5.11 Photo releases are effective in accordance with NPRC-3240: Educational Rights and Privacy.
- 5.12 Photos maintained beyond ten years through continued usage by the institution will require new model releases if applicable.
- 5.13 Students can withdraw their model release at any time in writing by emailing marketing@rrcnpa.org.
- 5.14 Students who wish to withdraw photo release must contact the Office of the Registrar in accordance with NPRC-3240: Educational Rights and Privacy.

6. RESPONSIBILITIES AND TIMELINES

- 6.1 The Department of Marketing and Public Relations is responsible for the oversight of this policy.
- 6.2 The Department of Marketing and Public Relations is responsible for the execution and management of signed model releases.
- 6.3 The Office of the Registrar is responsible for providing photo releases collected as part of Section B of FORM-9040-03: Directory Information.
- 6.4 The Department of Human Resources is responsible for collecting the employee photo release at the time of employment and providing respective releases upon request.
- 6.5 The Vice President of Enrollment and Student Services (VPESS) is responsible for administrative oversight of this policy.

7. REVIEW STATEMENT

Review of this policy will occur in alignment with CLDR-1110: Policy Review Schedule.

8. SIGNATURES

Signature on File
