2024 US Education Academic Year
Updates and Standards
v 5.6.2024

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Introduction

We proudly introduce the School Photography Organization of America's (SPOA) Data Exchange Standard & Guidelines, a transformative initiative showcasing our commitment to excellence, collaboration, and innovation in school photography. Our journey through the digital era has led us to this pivotal moment where we are embracing change to advance our industry.

Technology evolves and guidelines must be flexible, and it's time to extend this effort to school administrative software and beyond, streamlining data exchange among educational institutions, labs, and yearbook companies for enhanced efficiency and improved security.

Regulatory requirements for handling student data and images are also evolving at the federal and state levels. These guidelines do not intend to replace or contradict any existing state or federal laws. All parties handling student information must always implement necessary measures for data protection according to applicable laws and best practices.

Our primary goal is to simply satisfy schools by creating efficient, consistent digital images and safe data transmission. And in this effort school service providers must be transparent about data usage and adhere to responsible practices. Following a common set of guidelines will help assure this consistency and transparency.

The Standard and Guidelines, now governed by SPOA, aim to facilitate school software exports, photographer exports, and appropriate image use while protecting photographer's copyrights. Above all else, transparency, flexibility, and student privacy are paramount in this evolving landscape.

Intent

These Guidelines and Standards represent an effort of school administrative software providers, yearbook publishers, and school photography leaders across the country and Canada to facilitate the efficient capture of student images for use in yearbooks and SIS systems while maintaining the protected copyrights of the photographers who deliver their images.

Historical Context

Recognizing the opportunity to help its members, the former Professional School Photographers Association (PSPA) formed a committee in the late 1990s to propose a standardized approach for photographers to share information with yearbook publishers. The result of their work was called "Digital Data & Image Format Guidelines For School Photography and Yearbook Publication" and it is the cornerstone for the document you are reading now

For over 20 years the PSPA continued their collaboration with leading providers of yearbooks to create common, readable files for digital image and data transmission from photographers to publishers. And SPOA is proud to continue in the tradition as we expand upon their work.

Benefits

Benefits from such a system could include the following:

- **Simplifies Comparison:** A common guideline that establishes common terminology enables schools to effectively compare vendors, simplifying the decision-making for the selection of products and services.

- **Efficiency Boost:** Standardizing image and data formats streamlines product creation, leading to quicker production, potential cost reductions, and improved quality. It also expands the range of product choices available.

- **Enhanced Communication:** The adoption of a shared guideline improves communication among schools, image providers, SIS providers, and yearbook producers. And it ensures everyone is on the same page regarding technical specifications and requirements.

- **Quality Assurance:** The guideline establishes a baseline for quality and performance in digital products, assuring schools a level of excellence.

- **Reduced Intermediary Role:** Schools no longer need to mediate between photographers, photo labs, and yearbook companies regarding data set formats, compatibility, copyright, and image usage, therefore reducing the burden on administrators.

- **Default Image Usage Terms:** In cases where formal agreements are absent, the guideline defines default terms for image usage between the school's photographer and the yearbook company, providing legal clarity.

Audience & Scope

The following document is intended to inform the School Photographer, Contract Senior Photographer, Photography Lab, School Information Software (SIS) Companies, and Yearbook Companies as to the generally accepted data and *subject* image guidelines for the exchange of data and *subject* images. This document is NOT directly intended for the common school customer, but it may be useful in explaining the relationship between vendors.

The scope of this document includes technical guidelines for data and image exchange between the interested parties listed above. This document is technical and does NOT intend to outline or require market implementation by any particular organization. This document is NOT intended to provide direct explanatory material to the target consumer of the final product resulting from the adoption of these guidelines.

Communication & Support

Effective implementation of the Standard & Guidelines entails comprehensive communication and educational initiatives aimed at SIS providers, yearbook providers, schools, and the photography industry. This includes providing educational materials to explain the system and its benefits.

We look to the members of SPOA and leaders of our related organizations to promote, implement, support, and participate in the ongoing evolution of this initiative.

Limitations

The Standard & Guidelines primarily address data set formats and do not cover technical or legal aspects as they pertain to photo capture, editing, print output, or yearbook quality, allowing for creative differences and customer choice. They also don't specify responsibilities for data-related tasks, leaving it to the involved parties to coordinate.

Additionally, the guidelines don't prescribe specific data security practices, due to evolving legal and technical requirements. Instead, all parties handling files with personally identifiable student information, including photographers, yearbook publishers, labs, and subcontractors must implement measures to protect this information in line with applicable laws, school requirements, and current data security best practices.

These standards and guidelines do not address all data security practices and standards set by FERPA; however, we encourage all companies, organizations, schools, and districts to ensure they comply with FERPA laws and other state and federal requirements as they relate to these images and the data that belongs to them.

The data file provided for standard school administrative use and safety purposes defined by this standard is exempt from FERPA consent requirements under the FERPA School Official Exception.

Data security standards and student data privacy requirements are variable and evolving. Image providers, schools, SIS providers, and Yearbook companies who wish to transmit and deliver student data and images electronically must ensure that such transmission and use conforms with applicable state and federal laws and regulations, school board policy, applicable licensing terms and conditions, and data security standards commensurate with the sensitivity of the information.

Transferred Content & Specifications

Data Fields Included in Transfers

- There are 14 defined, default, and reserved fields, and the order of these fields must be maintained. If the provider of the INDEX.TXT file chooses to omit any of these fields, then the field position/order should be maintained with a NULL VALUE (two tabs together).
- Any additional fields, beyond the 14 default fields, should trail field number 14 and be identified in the README.TXT by the labels in the first record.
- It is highly recommended that the data contained in the INDEX.TXT and MASTER.TXT files be in final UPPER/lower (Title) case format.

Field Name	From the School to the Photographer Before Picture Day	From the Photographer to the Yearbook Publisher	Index.txt Req'd Field Order	From the Photographer to School for the SIS (Currently)	From the Photographer to School for the SIS (Future Goal)
Unique Record Identifier Used by the SIS Software (not SSN or Student ID)	✓				✓
Volume Name or Top Level Folder Name		✓	1		
Image Folder Name		✓	2		
Image File Name		✓	3	✓	✓
Grade/Staff Designation	✓	✓	4	✓	*
Last Name	✓	✓	5	✓	*
First Name	✓	✓	6	✓	*
Home Room Number	✓	✓	7		
Period	✓	✓	8		
Teacher Name	✓	✓	9	✓	*
Track	✓	✓	10		
Department	✓	✓	11		
Title	✓	✓	12		
Image Size		✓	13		
Suffix	✓	✓	14		
Primary Guardian Email Address	✓				
Secondary Guardian Email Address	✓				
Gallery Link					✓
* Will only be returned to the school if a unique record identifier is not provided by the school or if this student did not exist in the initial data from the school (i.e. new student)					

Field Name	From the School to the Photographer Before Picture Day	From the Photographer to the Yearbook Publisher	Index.txt Req'd Field Order	From the Photographer to School for the SIS (Currently)	From the Photographer to School for the SIS (Future Goal)
Optional/User Defined Fields - May be beneficial in the provision of other products or services. If used, they should be included in the index.txt file and referenced in the readme.txt file					
Student/Staff ID Number					
Alternative Student/Staff ID Number					
Home Room Teacher Name					
Faculty/Staff Designation					
Lunch ID					
Bus #					
Etc…					

Data Field Definitions

Field Name	Field Description & Examples
Volume Name or Top-Level Folder Name	Volume name for media or top-level folder name is an arbitrary name, but the name string must end with a numeric value to account for multiple data sets or media volumes. Multiple media volumes should have consecutive numbers. Example: "Volume_1"
Image Folder Name	The folder holding the images is located directly under the root volume. The folder name(s) must be unique using ANY naming convention. Folder names must consist of UPPER or lowercase alphanumeric characters and numeric values 0-9. Special characters of "_" (underscore) and "-" (dash) are allowed.
Image File Name	Image file names MUST be unique for each image and can consist of UPPER and/or lowercase alphanumeric characters and numeric values 0-9. Special characters of "_" (underscore) and "-" (dash) are allowed. Image file names must contain the ".jpg" file type suffix. Example: "00001.jpg"
Grade/Staff Designation	The grade data assigned to the individual, if applicable. Example: "4" or "STA" for staff members. Detailed definitions of staff should be included in the README.TXT file to identify staff code usage.
Last Name	The individual's last name. Example: "Smith"

Field Name	Field Description & Examples
First Name	The individual's first name. Example: "Sally"
Home Room Number	The individual's homeroom. Typically a number, but not always. Example: "12" or "AA"
Period	The individual's designated period. Example: "2nd"
Teacher Name	The name or identifier for the individual's teacher. Example: "S. Jones". It's not required, but unique teacher names are preferred for yearbook subject sorting.
Track	The name or identifier for the individual's track (usually used in year-round schools). Example: "Special Needs" or "A".
Department	Indicates which role the individual plays at the school. Recommended values are "Faculty", "Administration", "Support Staff", "Student" and "Teacher".
Title	Indicates courtesy title before the name. Examples: "Mr.", "Mrs.", "Dr."
Image Size	Indicates image size such as Small, Large, or Other.
Suffix	Indicates the individual's professional status or position. Examples: "RN", "Ph.D."
Primary Guardian Email Address	Valid email address of the individual's guardian. Used to facilitate efficient communication about picture events.
Secondary Guardian Email Address	Valid email address of the individual's guardian. Used to facilitate efficient communication about picture events.
Gallery Link	A unique web address where the individual or their guardian can connect to order images from the photography company.
Student/Staff ID Number	The unique number assigned to the individual by the school. Typically required on student IDs.
Alternative Student/Staff ID Number	Sometimes more than one ID number is assigned for district-specific purposes.
Home Room Teacher Name	The individual's homeroom teacher's name. Example: "B. Jones"
Lunch ID	The unique number assigned to the individual by the school for use in the lunch tracking system.
Bus #	The unique number assigned to the individual by the school for use in Bus assignments.
[Any additional defined fields]	Any other field can be added.

Files Typically Included in Transfers

File Name	From the School to the Photographer Before Picture Day	From the Photographer to the Yearbook Publisher	From the Photographer to the School for the SIS
ROSTER OF STUDENTS (names and formats vary by school)	✓		
COPYRIGHT.TXT		✓	✓
INDEX.TXT		✓	✓
MASTER.TXT		✓	
README.TXT		✓	
IMAGEFILENAME01.JPG (multiple)		✓	✓

Transfer Media & File Transfer Services

The form of the distribution may be physical media (such as a CD, DVD, USB Drive, etc) or through electronic transfer (such as a file sharing service, direct URL access, FTP, etc). Regardless of the method of distribution, the same format and structure outlined in these Guidelines will apply.

If a party uses a third-party file transfer service provider (for example Dropbox) or other subcontractor to facilitate the transmission of student data and/or images, the third party must be approved by the school. It should be clear who is responsible for ensuring that the third party's service contract and privacy policy are consistent with legal and contractual requirements, and who is responsible for that third party's performance if student data is lost, misused, or accessed without authorization.

Data Content and Attributes

COPYRIGHT.TXT

The COPYRIGHT.TXT file is an **Optional** but **Strongly Recommended** file. Its purpose is to contain copyright and license information important to the content of the data set. The absence of a copyright.txt file, however, shall not be deemed a waiver or release of the photographer's copyright interest in the content of the data set.

The information in the COPYRIGHT.TXT file is the same as in the [License]= tag of the README.TXT. Its importance to the user of the data requires it be directly under the root of the data set. It is also strongly recommended the statement be in printed form on the packaging and the label when physical media is used.

The generally accepted language of the COPYRIGHT.TXT file, and the license that shall be deemed to apply to yearbook or SIS companies, if the copyright.txt file is left blank, are as follows:

Yearbook Use

The images are the property of the school photography provider, and the copyright belongs to the school photography provider. The images are licensed to the school for limited use, solely for the use of creating a yearbook subject to the terms and conditions of the license provided by the school photographer to the school ("License Agreement"). Unless otherwise stated in the License Agreement or with the school photographer's and the photo subject's (or a minor subject's parent's) prior written consent, reproduction is limited to the traditional class portrait pages of the school yearbook. Any other use is prohibited. Prohibited use includes, but is not limited to, publishing, printing, selling, licensing, or otherwise making the images available to third parties, including students and their families.

SIS Use

The images are the property of the school photography provider, and the copyright belongs to the school photography provider. The images are licensed to the school for limited use, solely for necessary school safety and administrative purposes, including use by the software vendor providing the school's Student Information System and associated software. Any other use is prohibited. Prohibited use includes, but is not limited to, publishing, printing, selling, licensing, or otherwise making the images available to third parties, including students and their families.

The statement suggestions above may be modified to the copyright holders' requirements. This wording claims ownership of the material (image(s) specifically) but leaves each copyright holder free to determine its licensing policy.

It is beyond the scope of structure and content guideline definition to enforce copyright protection.

Copyright Specific References

U. S. Copyright Office
https://www.copyright.gov

U. S. Department of Education - FERPA –
https://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html

School Photographers of America
https://www.schoolphotographersofamerica.com

INDEX.TXT

The INDEX.TXT file is a **Required** file. Its purpose is to contain all the data records to be included in the published yearbook product. Part of each data record contained in the INDEX.TXT file is a reference to the associated subject image. It is this file that the yearbook producer will use to incorporate data and associated images into the yearbook product.

Only the final records and associated images chosen to appear in the yearbook publication should be included in the INDEX.TXT file. This file should include references to images contained in all datasets if there is more than one. If other images are also in the data set, they should be separately identified in the MASTER.TXT file (not to be referenced in the INDEX.TXT).

It is highly recommended that the data contained in the INDEX.TXT be in the final UPPER/lower (Title) case format.

README.TXT

The README.TXT file is an **Optional** but **Strongly Recommended** file.
The README.TXT is used to describe the content, order, special instructions, data and image source, etc. of the data set(s). It should identify *keywords,* the definition of each field included, and the number of additional data fields used in the INDEX.TXT file, if any. If the README.TXT file is included in the data set, the structure and content should be as follows:

- Each keyword should be contained with bracket ([ ]) characters
- The bracketed keyword and the keyword value should be separated by an equal (=) sign
- Each keyword and value should appear as one line terminated by a carriage return and line feed (CR/LF)
- The structure, order and keywords should be as follows:

Keywords	Definitions
[Image Size] =	Keywords used to identify the size of the images contained in the data set. Allowable keywords are: Small, Large, Other
[Color Mode] =	RGB
[School Name]=	Keyword to indicate the information to follow will be the name of the school contained in the data set. The name of the school is simply a text string identifying the school by name.
[# Fields] =	The number of fields keywords identifies how many fields will be identified in the Index.TXT and Master.TXT files. The minimum value allowed is 13 with no maximum.
[Field Definition #1] =	The keywords for field definitions will repeat themselves, one for each included field. The content of the keyword will be the definition of the field at that position. Example for the first 2 fields: [Field Definition 1] = Volume Name
[Field Definition #2] = etc.until the last field used is defined	[Field Definition 2]=Image Folder, etc.
[Group Fields] =	Keyword to indicate the allowable field set from which data grouping is allowed.
[Group By] =	Keyword to indicate the field(s), from the Group Fields allowable field set, that have been selected to group data for the publication.
[Sort By] =	Keyword to indicate the sorted order of data within the selected Group By selection.
[Producer URL] =	Keyword to indicate the URL address of the producer of the data set. Used for contact information of the producer.
[Lab Name] =	Keyword to indicate the information to follow is the name of the data set producing Lab or entity.
[Lab Location] =	Keyword to indicate the information to follow is the location of the data set producing Lab or entity.
[Lab Contact Name] =	Keyword to indicate the information to follow is the name of a contact person at the data set producing Lab or entity.
[Lab Contact email] =	Keyword to indicate the information to follow is the e-mail address of the contact person at the data set producing Lab or entity.
[Lab Contact Phone] =	Keyword to indicate the information to follow is the phone number of the data set producing Lab or entity.

Keywords	Definitions
[Photo Job Number] =	Keyword to indicate the information to follow is the reference job number used at the data set producing Lab or entity.
[Date Created] =	The date the data set was created.
[SPOA Version]=	The guideline version (from the document title).
[LICENSE]= [Copyright specific to this data set. See suggested language under the COPYRIGHT.TXT section of this document.]	Usage and license statement for images and data
[Comments] =	Additional comments intended for communication about the data set or content.
[ICC] =	ICC profile tag to indicate color profile used. Default is blank and will assume sRGB.
[Grade]=	List staff code definitions if staff identification used beyond the defined "STA" code to indicate staff members. As an example: TCH (teacher), CUS (Custodian), PRI (Principal), VPR (Vice-Principal), SEC (Secretary), AID (Aide). The code and definition should be paired as seen in the examples above. These codes are not required nor define what they should be. They are only examples to indicate structure for CODE and (definition) comma separated in one line following the keyword.
[Format]=	Either UTF-8 or ASCII

MASTER.TXT

The MASTER.TXT file is an **Optional** file. Its purpose is to contain all the data records associated with the school photography activity. Like the INDEX.TXT file, part of each data record contained in the MASTER.TXT file is a reference to the associated subject image.

Some photographers, schools, or other customers may desire to include *multiple poses* or "proof plan" photos in the data set, even though they are *not* intended for yearbook reproduction. There is no suggestion in these guidelines that anyone should or should not provide extra images. However, if such images are provided but are not intended for inclusion in the product covered by the INDEX.TXT file (i.g. yearbook), they should *not be listed within the INDEX.TXT* file. Only the pose or image selected for inclusion in the yearbook should be identified in the file named INDEX.TXT.

The structure and order of the MASTER.TXT file is IDENTICAL to that defined above for an INDEX.TXT file. And like the INDEX.TXT file, it is highly recommended the data contained in the MASTER.TXT file be in the final UPPER/lower (Title) case format.

Post Data Set Production Modifications of Data

Some data set producers may choose to develop image and data editing applications to allow school customers to review and edit data and associated images. If such applications are used, then text files will be modified from their original data set versions. When changes are made to INDEX.TXT, MASTER.TXT, and/or README.TXT files, it is preferable to incorporate those changes into a new data set or transmittable .ZIP file. However, in the absence of a new data set or transmittable .ZIP file, replacement files should be complete and provided, with the data set, to the yearbook producer.

Image Structure and Attributes

Image File Format

- Color images
  - The default guideline for all images (underclass and Senior) is RGB color. RGB color images are preferred even if the book is produced in B&W. Publisher assumes the responsibility for conversion.
  - The default, and assumed, ICC color space is sRGB. Any color space used other than the default must be indicated in the ReadMe.txt file in the "[ICC]=" tag. The ICC profile must be identified in this tag if it is NOT sRGB.
- All RGB color image files are to be saved in JPEG format. Image file names must include ".jpg" file type suffix (ex. 123456.jpg)
- JPEG compression ratio of 7.5:1 or less. An option is to include a qualitative reference image, such as a Macbeth™ chart, gray card, or other tools that provide a reference standard, which will assist in verifying the color space and color balance applied.

- If the photographer desires to explain what has been done on the images (if anything), it can be explained in the README.TXT file. Any compression ratios, ICC Profiles, and reference standards should be identified.

Image File Sizes

The standard sizes outlined below should be confirmed in the agreement between the school and producer to ensure adequate size for the intended result. If there is a question about individual publisher DPI or format requirements, contact that specific publisher for their specific guideline.

Attribute	From the Photographer to the Yearbook Publisher	From the Photographer to the School for the SIS
Image Size in Pixels	Small 320 x 400[1] Large 640 x 800 Other[2]	180 x 225
Crop Ratio	8” x 10” (.8)	8” x 10” (.8)
DPI	300 dpi	96 dpi
Resulting Print/Display Size	S - 1.34” x 1.67” L - 2” x 3”	1.875” x 2.344”
1 - Default for most Yearbook Publishers unless otherwise specified. 2 - Other - Any sized .8 aspect ratio image different than as defined in this document.		

Structure of Files, Folders, & Data

Regardless of transmission service or media type, the folder and file organization remain the same with the possible exception of “volume name” as noted below.

Folder/File Layout

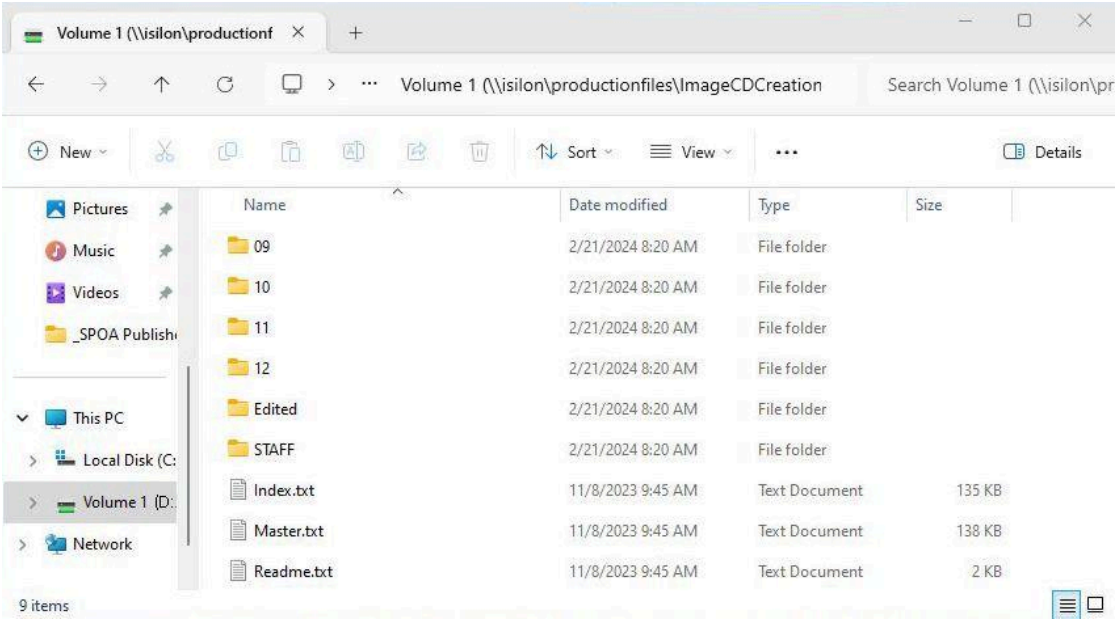
```
Volume Name (for physical media) or
Top-Level Folder Name (for electronic transmission)
        INDEX.TXT
        MASTER.TXT [optional]
        README.TXT [strongly recommended]
        FOLDERx [use an arbitrary name but must be unique]
                IMAGEx [use unique names for each
                image] IMAGEx+1
                  *
                  *
        FOLDERy IMAGEy
                IMGAEy+1
                .*
                .*
```

etc.

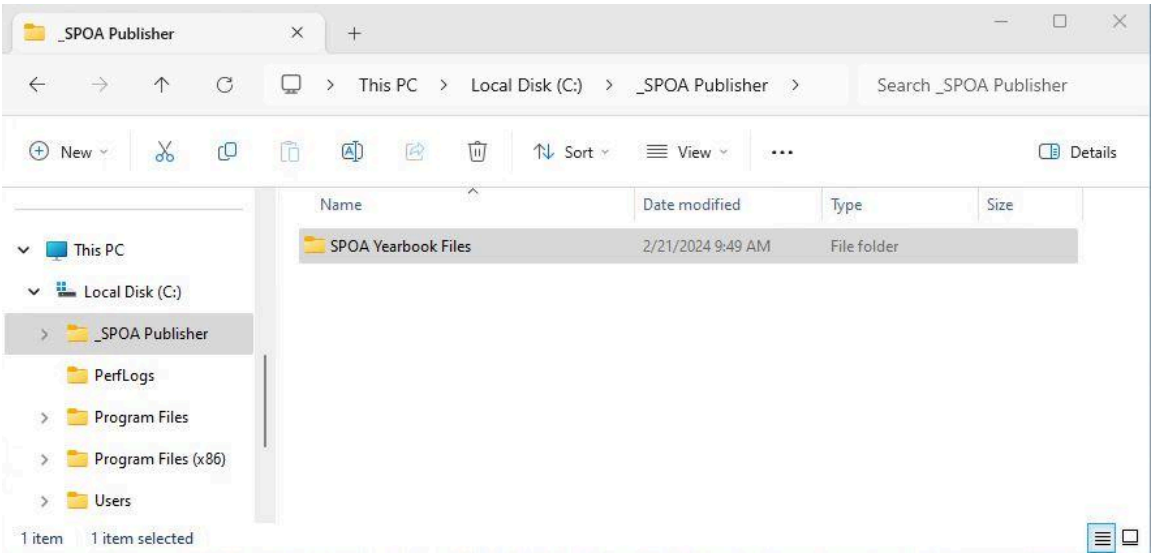
.TXT Files – Text files (.TXT) are standard UTF-8 or ASCII sequential text files and must be located directly at the root level of the data set or media.

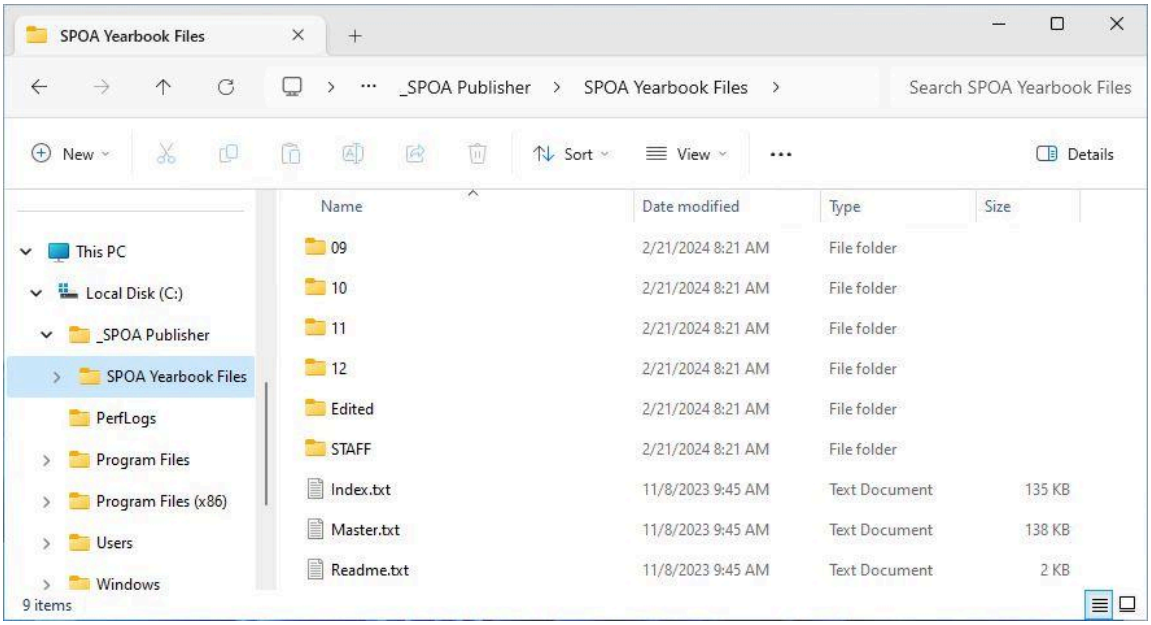
Folder Names – Folders contain uniquely named image files. The folder name(s) MUST be unique for each folder and can consist of UPPER and/or lower case alphanumeric characters and numeric values 0-9 ONLY. Special characters of "_" (underscore) and "-" (dash) are allowed.

Folder/File Organization for Physical Media



Folder/File Organization for Electronic Transmission





Data Structure

The following section defines the required and recommended text (.TXT) files and their structures:

- A standard text file is to be contained *directly under the root* of the media or directly under the top level folder if transmitting electronically.
- All volume, directory, and file names MUST be unique and can consist of UPPER and/or lowercase alphanumeric characters and numeric values 0-9 ONLY. Special characters of "_" (underscore) and "-" (dash) are allowed. .
- Text files are standard UTF-8 or ASCII format. Our default format before

2021 was ASCII with allowances for UTF-8 if verified with the receiver. In 2021, our recommended default format changed to UTF-8 with allowances for ASCII during the transition. Text format is to be specified in the README.TXT.

- The fields, contained within the text files, are to be Tab-delimited (fields separated by a tab character). Note: Care should be taken to limit the length of the data in the included fieldsets. Excessively long data strings can pose issues in downstream applications.
- Line termination must be indicated by CR-LF (carriage return, line feed).
- The required file INDEX.TXT
- The optional, but strongly recommended, file README.TXT
- The optional file MASTER.TXT
- The distribution data set *may* contain other files and folders that the producer thinks may be helpful to the school or yearbook producer as long as they do not interfere with the structures and requirements of these guidelines. These files are not explained, required, or covered by this document and are a superset to these guidelines.

School & District Processes Before Picture Day

To ensure timely processing, schools/districts should securely transmit the data file to the contracted photographer(s) a minimum of ten (10) days before the scheduled picture day.

The data provided by the school is specified in this standard, but the format of the transferred data (e.g. CSV, Excel, Google Sheets, etc.) is currently dictated by the tools and capabilities of the local school or district. As it is currently, the file format varies from school and school and should be coordinated with the photographer. This is not the long-term vision for this guideline.

While we recognize it will take significant time and effort to achieve this state, our goal is for all school administrative software (SIS) companies to implement a one-click export feature, promoting consistency in data exports and simplifying image imports after picture day.

Once achieved, we will be able to realize the goal of a more secure return of the images from the photographer back to the school to use in their SIS.

Ultimately the goal of this effort is efficient and secure transfers through full compliance with these guidelines. See Addendum A for compliance details.

Yearbook Deadlines & Equal Opportunity

All US students and school staff deserve the opportunity to be photographed and included in their school's history regardless of race, color, national origin, or zip code. Therefore, the following standards have been established to ensure equal opportunity:

- For all US Schools that start school on or before August 12th, the first available yearbook deadline for underclass or senior portraits can be: Dec. 2nd, 2024
- For all US Schools that start school between August the 13th through August 26th, the first available yearbook deadline for underclass or senior portraits can be: Dec. 23rd, 2024
- For all US Schools that start school after August the 26th, the first available yearbook deadline for underclass or senior portraits can be: Jan. 20th, 2025

If a yearbook provider requires an earlier deadline, then that yearbook provider should contact the school's contracted photography provider to pay for any expediting fees or available options.

Licensing of Images: Fees, Ownership, Uses, and Protections

Unless otherwise provided in a license agreement between the school photographer and the school or school district, this document will define the proper uses by the school of images provided by the school photographer.

Images are licensed to the schools for a fair licensing fee agreed to by the school photography provider and the school.

The software employed by schools to process original-resolution images must include security and other protections against unauthorized access, copying, and downloading by any person other than designated school officials. Software that provides a portal or other means of parent or family access must protect against copying, printing, downloading original-resolution images, and similar functions regarding the original-resolution images.

Acceptable Use of Images

School Usage

The Use of the images contained within the data set(s) is restricted by copyright or license and remains restricted even after the transfer to the school or publisher is complete. Traditionally, the use has been restricted to a one-time use for the printed yearbook panel pages, and unless otherwise specifically allowed by the license, copyright, or prior written consent, all other uses are strictly prohibited.

Use of the images contained within the data set(s) is restricted by copyright or license and remains restricted even after the transfer to the school or software provider is complete. The use of this export has been restricted to approved district and school administrative software providers, and unless otherwise specifically allowed by the license, copyright, or prior written consent, all other uses are strictly prohibited. If your school or district believes that the use is in question, they should contact their contracted photographer for written permission.

Publishers Usage and Publishers Marketing

The Use of copyrighted images beyond the yearbook panel pages is a violation of the typical school photography industry copyright. To avoid confusion in the marketing message to schools and individual consumers, publishers shall avoid marketing efforts showing the use of copyrighted images for purposes other than panel pages within a yearbook publication.

While no particular business practice or pricing model is dictated by these Guidelines and Standards, the almost universal practice has been school photographers not charging yearbook companies for the use of their protected images, and instead school photography companies simply require this single standard of data and digital format in which their images are used.

If a school software or administrative software provider requires a different type of export or file size, then that software provider should contact the school's contracted photography provider to discuss the specialized export and any fees associated with their available options.

Annual Ratification & Amendment Considerations

The vote for the ratification and consideration of amendments included in these standards and guidelines is reviewed annually. The SPOA Executive Board Chair invites all publishers and SIS providers and any School Photography Companies wishing to attend to participate. All will be given time to discuss and review edits and suggestions before voting. An email invite will be sent before each meeting to all publishers, SIS providers, and photographers, on record with SPOA having interest in this topic.

This document will stand as the new standard and guidelines for the 2024-2025 academic year. Any individuals who wish to participate in next year's committee meetings and suggest edits and recommendations should contact the chair of the SPOA Technical Standards Committee, David Lake - dlake@inter-state.com.

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Addendum A - SIS Vendor Compliance

Vendor Name	Min Required Version	1-Click Export Option for School End-User	1-Click Export Contains All Standard Fields	Re-import uses the Unique Record Identifier originating from their system
Skyward Software Development				
Sycamore Education				
PowerSchool				
Infinite Campus				