

ures that will be employed to prevent retaliation against the complainants. Retaliation against alleged victims of bullying or cyberbullying often becomes a free-standing basis for a separate legal cause of action against schools and personnel, therefore an emphasis must be placed on protecting complainants throughout the investigatory and dispute resolution process.

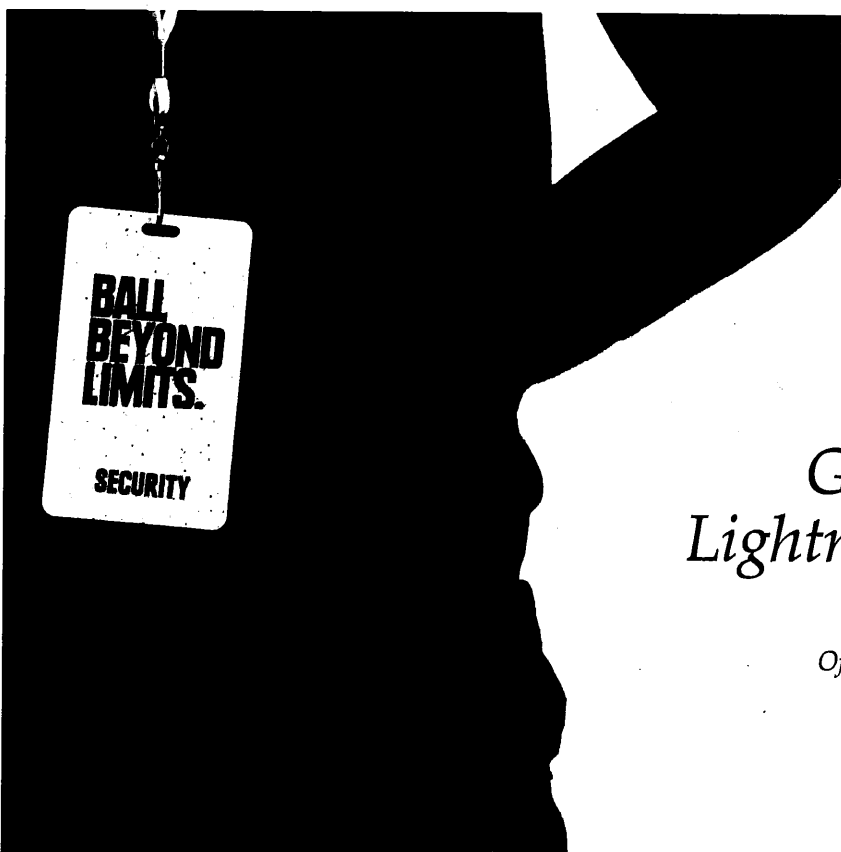
- **Communication & Education:** Part of the policy development process should be the choice by school officials of the strategies for most effectively communicating the anti-bullying policy to all affected parties, including administrators, staff, faculty, students and parents, and for educating all constituents regarding the purpose and details of the policy. Also important will be the selection of the most practical media for communication of the policy from options such as in-service programs for school faculty and staff, incorporation of policy communication into the school curriculum, assemblies of students at which speakers discuss the policy, meetings of student-athletes and parents at which athletic directors and coaches discuss the policy, incorporation of the policy into student and student-athlete codes of conduct, development of hard-copy fliers or pamphlets containing the policy, postings of the policy on school websites and social media, and the development of video programs covering the purpose and details of the policy.

- **Ongoing Monitoring of the Policy:** It is essential that policy development include implementation procedures that are capable of repetition each and every year as new faculty, staff, students and parents join the school family. A common and unfortunate pattern in many of the bullying and cyberbullying incidents and lawsuits is that schools create a policy, implement and stringently enforce the policy for a few years, but then with the passage of time, to continue their efforts.

- School personnel, when investigating allegations of off-campus cyberbullying, should focus on documenting all instances of disruption that have occurred on-campus, including those taking place in classrooms, hallways, cafeterias, athletics facilities, parking lots, or any other site on school property or at a school-sponsored event. The collective substantiality and materiality of disruption flowing out of off-campus digital postings is an important component of judicial analysis in all of cyberbullying court cases. ©

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