

SCHOOL DISTRICT OF PALM BEACH COUNTY
DISTRICT COMMUNICATIONS
PROCEDURES MANUAL
2009-2010



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Communication Procedures Manual INTRODUCTION

Dear Fellow Educator:

The School District of Palm Beach County, Florida, is the largest employer in Palm Beach County and the 11th largest school district in the nation. Our District serves more than 206 regular and charter schools, 21,720 employees, 168,342 students K-12 and 200,000 adult students from diverse cultural backgrounds.

Palm Beach was the first, and is the only academically A- rated urban school district in Florida. More than two thirds of our schools are rated A or B. New schools are being aggressively built, existing schools are being modernized and expanded, and new and innovative academic programs are being added and expanded to maintain quality instruction.

The School District of Palm Beach County comprises all of Palm Beach County. It is divided into 4 geographic/administrative areas represented by four area superintendents. Our District is governed by a 7-member elected School Board whose members serve single member districts. The administrative governance structure consists of the Superintendent, Dr. Arthur C. Johnson, Chief of Staff, Ann Killets (COS), Chief Academic Officer (CAO) Jeffrey Hernancez, and Chief Operating Officer (COO) Joseph Moore. The Leadership Team administers more than 63 academic and business support departments including Curriculum and Learning Support, Quality Assurance, Performance Accountability, School Police, School Food Services, Transportation, Maintenance and Plant Operations, Information Technology, Facilities Management and more. Support and administrative sites are located throughout the county.

This manual is a “living document” and is maintained online. It is frequently updated to ensure accuracy as processes, procedures, policies and programs change. We hope it meets your needs and answers your questions. Please contact Nat Harrington, Chief Public Information Officer, or Connie Ayers, Executive Secretary in the Department of Public Affairs, with any questions or suggestions regarding this manual.

Sincerely,

Arthur C. Johnson

Arthur C. Johnson, Ph.D.
Superintendent

Effective communication is of the highest priority in our large and diverse system. This manual has been designed to assist in ensuring that all communications are accurate and consistent. The manual should be used as a ***How-To Guide and Reference Tool*** for new and existing employees, parents, students and the community in communicating effectively, both internally and externally. The manual contains all of the accepted methods of communications used in our District as well as clarifies the procedures and mechanics of communication. Measurable standards are implemented to ensure quality. All procedures comply with federal and state statutes and School Board rules and policy. We hope this manual provides the support you need for effective communication to occur.

Ann Killets
Ann Killets
Chief of Staff

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Communications Procedures Manual

How to Use This Manual

This manual contains descriptions of the basic types and methods of official communications routinely used within schools and administrative departments in The School District of Palm Beach County. This information should be made available to and shared with all school- and non school-based employees and the public to ensure accuracy and consistency in school system communications and operations.

Where to Find It

The manual is maintained on the Public Affairs Web site www.palmbeachschools.org and District Web site www.palmbeach.k12.fl.us as a PDF file and may be printed. For security reasons, changes cannot be made to the manual on line. Questions and comments should be directed to Nat Harrington, Chief Public Information Officer or Connie Ayers, Executive Secretary, Department of Public Affairs.

Public Record

All information described is PUBLIC RECORD (except student records). Information EXEMPT from public records and not listed in this manual includes, but is not limited to, medical information, student records, certain litigation/legal information, investigations and certain other documents as provided by Florida Statutes. *For complete information on exempt information, contact Public Records Coordinator, Will Williams, at 357-7661 or Legal at 434-8750 and refer to Policy 2.041 and the Florida Statutes.*

Title, Definition, Standard and Process

To the extent applicable, each item contains the title/name of the communication item, the definition of each item, the standard used for creating each item, such as the minimum information required on each item, and the process that should be used to create the item. (This structure supports a quality control and update process for the items and was based on the Sterling Process, which is used in strategic planning and quality control in large organizations including some large school districts.)

Various departments are responsible for administering the communication items in this manual district wide, and changes may be made during the course of the year. **It is the responsibility of each department to notify the Department of Public Affairs when changes are made that require changes and updates.**

1. ACADEMIC BUSINESS PLAN

Definition

The Academic Business Plan is a comprehensive plan to ensure that all students receive the highest quality of education. The plan establishes a *framework* for accountability and continuous improvement for the District. The plan provides clear direction and focus to improve student achievement for all students regardless of race, ethnicity, gender, socio-economic status, or disability (<http://www.palmbeach.k12.fl.us/documents/>)

Standard

Should contain: the *School Board Mission and Goals* that set the vision for what the District will achieve, *Key results with Performance Goals* that define how the District will measure progress toward those goals, and *Core Strategies and Priority Action Steps* that direct how the District will accomplish its goals through the following three processes: *Program Review, Zero Based Budgeting, and Performance Management/Evaluation*. As a result, *School Allocation Formulas* will be utilized to ensure that the District resources are distributed to support the School Board Mission and Goals for all student populations.

Process

The Academic Business Plan is prepared by the Superintendent, Chief Academic Officer and Chief Operating Officer. It is revised and correlated periodically with *Achievement Matters for All* and other appropriate state and national education mandates. The plan is available for public view at the Department of Public Affairs (561-434-8228) and in the Document Center at <http://www.palmbeach.k12.fl.us/documents/>.

2. ACRONYMS

Definition

An abbreviated version of the name of a multi-word project, program or other object using the first letter of each word in the name of that program or project. For example ESE is or may be the/an acronym for Exceptional Student Education.

Standard

All letters in the acronym are capitalized.

Process

When using acronyms, the proper name of the program or project must be used first followed by the acronym. For written formats the name of the project must be given during its first use on the document, followed by the acronym in parentheses. Example: The Exceptional Student Education (ESE) department is located in Room 122. Then the acronym may be used for all subsequent uses of the name of the program project on that document or page. Example: ESE staff members attended the meeting.

For verbal usage, the name of the program or project should be used during its first use while speaking, followed the acronym. Example: “The Exceptional Student Education Department, also known as the ESE department, is located in room 122. ESE staff members attended the meeting.”

The District maintains a list of currently used acronyms and the full name of the program or project each represents. Creation of new acronyms must be approved by the department head under whose authority the program or project exists. The responsible department head must inform the Public Affairs Department Executive Secretary who will update the acronym list and notify the Executive secretary when programs or projects are eliminated and the corresponding acronyms are no longer being used. Acronyms should only be created for the list if they are to have long-term/multiyear or permanent application.

The list of Acronyms is located on the Public Affairs web page, www.palmbeachschools.org under Directories and in the Appendix of this manual.

3. ADVERTISING BY SCHOOLS, DEPARTMENTS

Definition

Advertising is a paid message that is published in print or broadcast form designed to inform a large or targeted audience. Advertising could be used for school, program, department or district marketing.

Standard

Should include:

- correct spelling/grammar
- The School District of Palm Beach County, Florida logo, if appropriate
- non-discrimination phrase, if appropriate
- contact phone number
- district Web site address
- compliance with all School Board Policies, including Policy 2.13, 2.122, 2.131, 5.50 and 5.70 (<http://www.palmbeach.k12.fl.us/policies/>)
- other relevant information

Process

Schools and departments may create/submit and engage in advertising with consultation from an appropriate supervisor after analysis indicates advertising would achieve the information objective. Schools and departments may consult with Public Affairs for technical support.

4. BOARD MEETINGS/WORKSHOPS

Definition

Regular Board Meetings are held monthly (currently the regular meetings are usually held the third Wednesday of the month) and advertised accordingly to facilitate discussion, decisions, votes and public comments. Board Reports are brought forward and recommended by the

Superintendent. Florida Statutes and Board Rules (Policy 1.03 and 1.031, <http://www.palmbeach.k12.fl.us/policies/>) govern Board operating procedures. Special meetings are held on most Wednesdays.

Workshops and Special meetings are held all other Wednesdays, and are open to employees, the public and media. They are advertised publicly to facilitate discussion and exchange of information. While agendas are published, Board Members do not vote at a workshop. Agenda items are put on the agenda by the Superintendent. Florida Statutes and Board Rules (Policy 1.03 and 1.031, <http://www.palmbeach.k12.fl.us/policies/>) govern operating procedures.

Standard

Board Meetings and Board Workshops are advertised in the daily newspaper based on applicable state statutes, a reasonable time prior to meetings, and are open to employees, the public and media. Special meetings are noticed a reasonable time prior to the meeting, or as little as 48 hours prior.

Schedules are published on the District/Public Affairs Web site www.palmbeachschools.org. Board Meeting and Workshop Agendas are public records. Regular meeting agendas are published approximately two weeks prior to Board Meetings; and Special Meeting and Workshop Agendas generally one week prior to Workshops.

Board, Special Meeting and Workshop Agendas are maintained in electronic format on the District Web site www.palmbeachschools.org and are available for viewing/printing on line or in the Department of Public Affairs, along with other public records.

Process

Pursuant to Policy 1.03(3) (<http://www.palmbeach.k12.fl.us/policies/>), Board Members may suggest special meeting and workshop dates to the Superintendent. Meeting descriptions are advertised in the countywide daily newspaper in accordance with all applicable state statutes. The Board Minutes Office, in consultation with Public Affairs, coordinates advertising.

5. BOARD MEMBERS PROTOCOLS / SCHOOL BOARD MEMBERS NAMES, ADDRESSES, PHONE NUMBERS

Definition

The proper, legal name of the governing board of the School District is **The School Board of Palm Beach County, Florida**. The name of the unit it governs is **The School District of Palm Beach County, Florida**. The Superintendent and Board operate the District School System.

Board Members' contact information is available throughout the district and at schools on District/Board letterhead, Web sites, TEN (The Education Network- Channel 97 on Adelphia Cable / ITV) and in directories and publications in the Board Minutes Office, Room C-316 and Public Affairs, Room B 102, Fulton Holland Educational Services Center.

SAMPLE

The School Board of Palm Beach County, Florida

Standard

Florida Statute §1001.30 sets forth the name and scope of the School District and District School System.

Process

The proper name, together with a list of School Board Members and Superintendent, must be included in all publications and printed materials. School Board/Superintendent's Listing begins with Board Members, with the Chairperson and the Vice-Chairperson first, and the remaining members listed alphabetically. The Superintendent's name appears two spaces below the Board list, with the title on a separate line.

For publications that will be used for more than a one-year period, a strictly alphabetical list is permissible. However, Board Members may change from year to year, and this should be considered when deciding on the quantity of materials to be printed.

Use a current list, available from the Board Minutes Office, 434-8136, or the Public Affairs Web site www.palmbeachschools.org.

A listing of the School Board and Superintendent must appear on specified publications.

6. BOARD PRESENTATIONS

Definition

Board Presentations are opportunities to showcase the talent, success or contributions of all stakeholders in the district's educational process. Students, employees, schools, partners, parents, volunteers, programs, communities, community leaders and members, officials, projects and other individuals and entities of interest and importance are showcased regularly.

Standard

Presentations are approximately 3 minutes or less in length and are coordinated by the Department of Public Affairs. Recommendations must be made at least six weeks prior to Board Meetings to accommodate Board Agenda publication.

Presentations may consist of plaques, certificates, photographs, speeches, music/art/literary performances, recitations, proclamations, resolutions, awards and other recognitions provided by the Department of Public Affairs. Recognitions are generally of state and national academic and

athletic award winners, exemplary programs, students, partners, volunteers or others who represent systemic progress and success in the schools.

Process

Persons may submit suggestions for Board presentations to Public Affairs in writing, e-mail or fax at least six weeks prior to Board Meetings. The Department of Public Affairs coordinates the review and approval of the presentation proposals by the Superintendent and Executive Staff at Agenda Conferences approximately three weeks prior to Board Meetings. The Superintendent places presentations on meeting agendas. Public Affairs staff conducts presentations during Board Meetings and involves staff, outside participants and audiovisual elements as needed. During a board presentation, which includes a proclamation or resolution, departments and schools are strongly encouraged to have a student accept the proclamation or resolution. Students are our primary mission and this provides another stage to showcase our outstanding students.

7. BOARD REPORTS

Definition

Board Reports are the documents that contain the Superintendent's recommendations to the Board for votes or other action required to operate the system.

Standard

Please see the **Appendix** for format and content requirements for **Board Reports**.

Process

Staffs of the relevant departments prepare a Board Report for the Superintendent to be included on the agenda for a Board meeting. Board Minutes Office staff prepare and assemble board reports for review and approval at Agenda Conferences and for inclusion in the official Board Meeting Agenda. (www.palmbeach.k12.fl.us/agenda/)

8. BROCHURES

Definition

A brochure is an attractive marketing and/or promotional publication that presents information, photographs and other visuals designed to inform readers of a particular initiative, service, product, program, school, department, etc. Brochures can range from one-color, tri-fold publications created on a desk top computer to more elaborate, four-color, professionally produced publications created by a business partner or other private firm gratis or on a fee basis. Schools and departments are encouraged to promote programs, schools, and initiatives.

Standard

Brochures should include:

- correct spelling/grammar
- School District of Palm Beach County, Florida logo, if appropriate

- appropriate non-discrimination phrase, if applicable
- contact phone number
- district Web site address
- other relevant information (see Appendix, item #1)
- photographs and/or graphics (See Appendix-Parent Consent Form for student photographs.)

Process

The principal of a school or head of a department for which the brochure is being created must approve the creation and distribution of a brochure prior to production, and he or she will be responsible for its content and distribution. A copy of each brochure should be sent to the appropriate Division Head and to the Department of Public Affairs where it may be made available to the public upon request.

9. BULLETINS

Definition

Bulletins are a method of informing staff of official district information procedures. Bulletins come through each department and are coordinated by one or more members of the Leadership Team- the Chief of Staff, Chief Operating Officer and/or Chief Academic Officer.

Standard

The typical bulletin contains such basic information as:

- Official bulletin number
- Contact Person and phone number
- Action by date or information only
- Date of bulletin
- Group to be addressed
- Subject
- Subject content

Process

All bulletins will continue to come from one of the following individuals: the Superintendent, Chief Operating Officer or Chief Academic Officer. Department Heads initiate bulletins and approve their content and forwarded to the Superintendent and appropriate Chief for final approval and signatures. Bulletins are posted on Outlook under Public Folders/Bulletins. *Bulletins are not to be sent as hard copy through the pony. An email may be sent, **without** attachments, alerting principals and department heads that the bulletin has been posted on Outlook. Bulletins through the Chief Academic Officer may be sent via email, followed up with a posted bulletin.* A list of the bulletins may be found on the Department of Public Affairs Web site www.palmbeachschools.org, click “Get in the Loop.”

See Appendix for further information on Bulletins

10. BULLETIN BOARDS

Definition

Bulletin boards may be located in the Fulton Holland Educational Services Center cafeteria and in locations at other District administrative and school sites and on District Web sites as means for employees, students and the public to exchange information that may not be allowed in official communication vehicles such as District email, bulletins, etc.

Electronic bulletin boards are found on the District Web site.

Standard

Specific guidelines may govern the utilization of bulletin board space in administrative buildings. In general the information posted must be:

- Accurate/true
- Legal/not in violation of any policy or law
- Ethical
- Consistent with District/employee moral standards such as the Code of Conduct
- Updated regularly
- Attractively presented
- Of reasonable size as to accommodate other items

Process

The building manager at each location or the building's maintenance department is the authority regarding bulletin boards and should establish/approve and communicate the guidelines to staff and the public. Employees should observe and adhere to the established guidelines when using bulletin boards.

Employees may use the *electronic bulletin board in Public Folders on Microsoft Outlook* to communicate interesting and important information for which the main email system would not be appropriate. The Department of Information Technology coordinates email and electronic Web-based Internet bulletin boards. For instructions, see Web site under log on.

11. BUSINESS CARDS

Definition

Business cards are approximately 2" by 3.5" cards produced by the District for official employee use. Some cards are electronics format and can be emailed or printed or used in computer databases.

Standard

Business card should include:

- name
- title/position
- address
- department

- School District of Palm Beach County, Florida logo
- phone number and PX
- fax number
- SDPBC email address, if appropriate
- district Web site address

Process

Employees should request official business cards through their department head, who should order cards through the appropriate vendor.

12. BUSINESS PARTNERSHIPS

Definition

A business partnership is a mutually supportive arrangement between a business and a school or school district, in which the partners commit themselves to specific goals and activities intended to enhance educational opportunities to benefit students. Usually, this is in the form of a written agreement.

Standard

The Principal and the school business partnership coordinator must approve school-based business partnerships. Non school-based business partnerships must be approved by the department head or administrator at the appropriate level. The partnership should have mutually agreed upon goals and objectives that are met by matching community resources to the identified needs of the school.

The focus of partnerships differs for each company and school, but all partnerships share a common commitment to improving education. Individual schools and their community partners develop activities at their own pace, consistent with their needs and resources.

The partner may be a business, service organization, governmental agency, association, community group or institution of higher education. Using human and other resources, the partner has an impact on student achievement. As in any successful partnership the resources, ideas and personnel from both sides are shared for **mutual benefit**.

Process

A business partnership may be proposed by a business person, member of the community, parent or any staff member of a school or department. The Principal and the school business partnership coordinator, prior to an agreement between the school/department and business, should review the proposed partnership.

In meeting the goals and objectives of the partnership as indicated by the partnership agreement, school resources can be matched to the identified needs of a partner such as a business or community group. Encourage business partners to become a SAC member at that school. (See Appendix)

13. COMMUNICATION SERVICES

Definition

Communication Services are services and activities provided by employees and departments that assist schools and other departments in communicating with their staff and stakeholders.

The school system has the following in-house communication services.

- printing
- quick copy
- graphics
- instructional television/videos
- Distance learning
- Advertisements
- Web sites
- Publication/brochure design

Standards

All communication services must be provided in a professional manner and format and must contain accurate and up to date information that reflect the mission and goals of the District and the departments involved.

Process

Employees may receive and make requests for services; however, principals and department heads must approve requests for some communication services by or provided to another department. The requests that should be approved by the Principal or department head are those that exceed or could exceed the routine provision or exchange of information or service regularly provided to or for an employee, department or school.

14. CORPORATE SPONSORSHIPS

Definition

A typical corporate sponsorship may involve the purchase of advertisements, space, etc. in publications or marketing materials that support school or department activities, programs or events.

Standard

When planning and/or using a corporate sponsor, Board policies, all applicable laws, statutes as well as rules of good taste and community standards should prevail. The focus must always be on the program, NOT on the organization funding the project or event. It is important to review Policy 2.13, Policy 2.162 and Policy 7.26 (<http://www.palmbeach.k12.fl.us/policies/>) carefully before embarking on such a sponsorship or partnership.

Process

Sponsorships may be proposed by a business partner, staff member or parents. Sponsorships must be approved by the principal or department head.

15. CRISIS RESPONSE MANUAL

Definition

The District maintains a Crisis Response Manual in each school and department. The manual describes the response of employees, schools and departments in the event of such crises as fires, inclement weather, or suspicious activity.

Standard

The Crisis Response Manual is created and maintained by the School Police Department, which also conducts training on the use of the manual. The manual includes the full range of possible scenarios that could occur in school or on District property. The manual is updated regularly to include new information provided through the latest research and experience from law enforcement and emergency response professionals.

Process

The Crisis Response Manual should be readily available to employees at each location for their review before, during and following emergency drills and actual emergencies. Each principal and department head should conduct periodic drills to familiarize each employee with procedures and directions such as exiting the buildings in emergencies. Employees should also be familiar with other applicable requirements for emergencies including those in Policy 2.38 and 2.382 (<http://www.palmbeach.k12.fl.us/policies/>).

16. CRISIS COMMUNICATION PLAN

Definition

The Crisis Response Plan contains specific instructions for school-based and non school-based staff to notify and communicate with supervisors, administration, the public and media in the event of a crisis.

Standard

See Appendix - Crisis Communication Plan

See Appendix - Crisis Communication Procedures

Process

The Crisis Communication Plan is created by the Department of Public Affairs and updated annually. The plan is distributed to all schools and departments annually and administrators are briefed on its contents during Media Training Workshops and other appropriate times.

17. CUSTOMER SERVICE/RELATIONS

Definition

Visitors and telephone callers, to schools and district offices, including other employees, are “customers” and should be spoken to and assisted courteously and in a timely manner, reflecting an attitude that District employees are here to serve our parents, the public and other employees.

Employees should use standard responses when answering telephones or greeting parents and members of the public in person.

Standard

When answering telephone calls or addressing any District stakeholder, employees should always identify themselves, state what department or school he/she represents and ask how he/she may help the caller. Ensuring that each caller receives the answer or assistance he/she needs becomes the employee's responsibility, and employees should take pride in assisting each customer in a quality manner. There are caveats as to legal advice. No legal advice except to Board members and department heads.

For example, if the employee cannot help the customer or the customer has been transferred to the employee's department or line in error, the employee should assist in finding the appropriate location, telephone number or answer (if it is readily available), including offering to stay on the line with the customer, if requested, to ensure the customer receives assistance. Employees should also offer that the customer calls him/her back if he/she needs further assistance. In other words, employees should "go the extra mile" to assist our customers.

Process

When handling inquiries or dealing with complaints from the public, respond in a timely fashion; acknowledge the problem or concern, and provide a clear method for reaching a solution. Employees should consult with his/her supervisor, colleagues or the appropriate District Web site, directory, training manual or other document for assistance in obtaining additional information or working with routine or difficult calls or visitors. For instructions on working with the news media, consult Procedures For Handling Media Contacts on the Public Affairs Web site www.palmbeachschools.org. Employees should contact School Police in the event of a hostile situation.

18. DECORATIONS

Definition

Decorations or any accessory used to make an office, department, school or District building attractive to employees, student, parents and the public. Decorations are permitted in the Fulton Holland Educational Services Center (FHESC) and other District buildings and schools.

Standard

Decorations should be done in good taste and in accordance with safety regulations and other legal considerations, including Policy 2.122 (<http://www.palmbeach.k12.fl.us/policies/>).

Process

Employees and other stakeholders should consult the principal, department head and/or FHESC Building Manager's office for guidance, if necessary.

19. DIRECTORIES

Definition

Several information directories in both hard copy and electronic format provide a wide range of current information about schools, employees, programs, news media, administration, School Board, district offices, charter schools and more. Directories are available in Public Affairs, Room B-102, FHESC, and on the District and Public Affairs Web sites.

Standard

Several departments create directories and must be kept current reflecting the numerous changes that occur throughout the year as a result of school, administration and School Board decisions.

The Department of Public Affairs and other departments produce several directories, including the Thumbnail Directory, Directory of Schools/Principals, Where to Turn Directory, Information Directory, Media Directory and others. The directories are on the Public Affairs Web site: www.palmbeachschools.org.

Process

Each department maintains its directories based on the availability of and changes to the information during the school year. Departments that maintain directories should make every effort to review and update annually or as frequently as possible following School Board Meetings, changes in organizational charts, decisions on academic programs and other appropriate times to ensure customers have the most up to date information available. Customer satisfaction is the responsibility of all employees.

20. DISPLAYS & EXHIBITS

Definition

Departments are often called upon to provide displays for events. These include lobby displays in District administrative buildings and displays for fairs, festivals, shopping malls, community events, program marketing and conferences.

Standard

Any display or exhibit is a reflection of the district, must be consistent with the law and School Board policies and should include the following:

- correct spelling/grammar
- School District of Palm Beach County, Florida logo
- approved list of Board Members & Superintendent
- appropriate non-discrimination phrase
- contact phone number
- district Web site
- any appropriate optional information*

Any handouts, flyers or takeaways that will be part of the display should meet the same standards.

Process

Any materials used in displays or exhibits should be approved by the principal or department head, or his/her designee that produces the material. Employees who are working with displays and exhibits should bring information about the displays to the attention of the principal or department head during planning and /or use, especially if there is a question or concern.

21. DISTRICT (USE OF INFORMAL NAME)

Definition

The School District of Palm Beach County is the proper name of the public school system for Palm Beach County, Florida. Its abbreviation is **PBCSD**. (Note the abbreviation is different from the actual proper name.)

The School Board of Palm Beach County, Florida is the proper name of the school board and is the entity that administers the school district.

Standard

Use the proper name of the school system on all official correspondence and other communications when referring to the system of public schools administered by the School Board. Palm Beach County Schools is the *informal* name for the school system and may be used when discussing the school system as a whole or when using the district's logo.

Use *The School Board of Palm Beach County* when making legal reference, i.e., in legal notices and when referring to the School Board or its members specifically.

When using "Palm Beach County Schools" to mean the organization as a whole, use singular verb tense, as in "Palm Beach County Schools *is* the fifth largest school system in the State." When referring to the composite 186 (+) schools, use Palm Beach County's public schools, with a plural verb, as in "Palm Beach County's public schools are leading the state in Safe Schools programs."

Capitalize the "D" in "District" as a name or proper noun when using it to describe or identify this school system as a whole. Use lower case "d" when referring to a school district in general.

Process

The Department of Public Affairs may be asked to consult on issues of general and accepted usage in written and other communications. The language arts program planner may also be consulted on general grammar and usage issues.

22. DISTRICT CALENDAR

Definition

As the District continues to grow, planning major events with dates, times, and locations that do not conflict becomes a bigger challenge. The purpose of the District Calendar is to provide to parents, schools, students, staff, media and community the school academic year schedule

including all Holidays, Professional Development Days, Testing and Report Card dates. It can be found on both the District and Public Affairs Web sites (www.palmbeachschools.org).

Standard

The District's official Calendar Committee decides what dates, symbols, format and other information should be included on the District Calendar. The calendars are available and posted on line through FY 2009. The Calendar Committee is administered by Van Ludy, Director/Co-Negotiator, Department of Labor Relations.

Process

Once the District Calendar is created by the Calendar Committee, it is approved by the School Board and distributed to schools and all District offices. The Department of Labor Relations places the dates into its approved format using IT software. Public Affairs then posts the calendar on the Public Affairs Web site. (IT Webmaster links the main District Web site to the calendar on the Public Affairs Web site for access by anyone using either Web address.)

The calendar will be updated annually or when changes are necessary, for example, due to weather-related make up days or changes made to negotiated employee bargaining agreements.

The Department of Labor Relations, facilitates the calendar process through the **Calendar Committee** and assists in its distribution.

23. DOCUMENT CENTER

Definition:

The document center is a comprehensive electronic library containing all major documents related to the school district's business practices, policies and procedures. Documents are sorted in alphabetical order. <http://www.palmbeach.k12.fl.us/documents/>

Standard:

Several departments create documents for the center and must be kept current reflecting the numerous changes that occur throughout the year as a result of administration and School Board decisions. The documents housed in the documents center are available for distribution to district administrators, staff, teachers, students, parents and community members.

Process:

A Data Processing Request, DPR form 0117 must be completed and sent to the attention of Steve Stone in the IT- Applications Services Department. The DPR shall be signed by a Director or a manager before the document can be processed. Access through the Internet is available at:

24. ELECTRONIC MAIL (E-MAIL)

Definition

Messages sent via the Internet. Currently the District uses Microsoft Outlook for email.

Standard

All use of technology, including electronic mail, is governed by Policy 3.29.

School and District Technology Usage (<http://www.palmbeach.k12.fl.us/learnnet/district>), also governs students and/or employees use of technology which is the property of Palm Beach County Schools, on-site or off-site. E-mail communication is generally subject to Florida's Sunshine Laws and public records act. Section 6: "Acceptable Use of Computer Network and Online Telecommunications" includes the rules and Code of Ethics for users. Policy 8.123 governs student access and use.

All e-mail users should read and be familiar with the District's E-Mail/Electronic Office System Guidelines available at http://www.palmbeach.k12.fl.us/email/Pub_email.htm. E-mail messages are public records, see item # 57 on Public Records, and paragraph 17 of Policy 2.041 (<http://www.palmbeach.k12.fl.us/policies>).

Process

Email is to be used by District employees using their ID and password exclusively for District work. Email should conform to community standards, display common sense, adhere to the Code of Conduct and reflect the professionalism expected of the organization.

Note: An email may be sent to principals and department heads notifying them that a bulletin has been posted in Outlook under public folders, however, attachments may not be sent.

25. ELEVATORS/FHESC, SCHOOLS

Definition

Bulletin board space for District messages may be available on some District-operated elevators.

Standard

Guidelines governing the utilization of bulletin board space in administrative buildings such as the Fulton-Holland Educational Services Center also applies to the posting of flyers in elevators.

Process

Consult with the FHESC Building manager for guidelines on the use of messages on elevators.

26. EMERGENCY COMMUNICATIONS

Definition

Incidents of significance that may affect the life, safety and health of students, staff and others on school property.

Standard

Information on emergency incidents should contain as accurate and thorough information as is available and be consistent with District policies. The information should be clearly written and/or relayed in standard English and updated as new information becomes available until the event is concluded.

Process

Incidents of significance are to be reported by telephone immediately to the Superintendent, Chief of Staff, Chief Operating Officer and Chief Academic Officer.

27. EMPLOYEE RECORDS

Definition

Employee records, including personnel files, are defined and governed by Florida Statutes §1012.31 and may be considered public records. Some employee records are exempt from disclosure under Florida Statutes Chapter 119. Consult your supervisor or Human Resources for more information. See also Policy 2.04, particularly paragraphs 14 and 19 (f)-(p).

Standard

Employee records may contain any and all information regarding an employee's background and work history with the District, excluding legally exempt information.

Process

Any member of the public may have access to employee records/personnel files as a public record under Florida Statutes Chapter 119. Laws governing release of employee records/personnel file apply. The Chief Academic Officer/Department of Human Resources is the authority on Employee Records issues.

28. EMPLOYEE VACANCIES

Definition

The District's Department of Recruitment and Retention oversees the vacancies in PeopleSoft. Vacancies may be accessed online at www.palmbeach.k12.fl.us/jobs.

Standard

Vacancy listings contain:

- job Title,
- fiscal year
- job description
- application deadline
- contact telephone number

Process

Vacancies are produced in PeopleSoft by schools and departments and monitored and approved by the Department of Recruitment and Retention

29. FACSIMILES (FAX) TRANSMITTAL SHEETS

Definition

Facsimiles, or fax sheets, are cover pages that should be used for a facsimile and contain important information for proper identification and routing to the intended receiver.

Standard

Facsimiles Transmittal Sheets should include and have:

- correct spelling and grammar
- Palm Beach County Public Schools logo
- The School District of Palm Beach County, Florida
- name of department & person faxing, number of pages
- fax number and telephone number
- legal may have additional requirements

Process

Departments/schools should use the same “official” fax transmittal sheet for all faxes sent.

30. FEEDBACK

There are several ways, both formal and informal, for the public to give feedback to the School Board: The School District Web site (www.palmbeachschools.org) provides an opportunity for the public to e-mail the School Board. Emails are reviewed regularly and forwarded to the appropriate school/department/area office for response.

31. FLYERS/HANDOUTS

Definition

Flyers are promotional/marketing communications, typically on a single sheet of paper, single- or double-sided, that are distributed as hard copies for display or as handbills or electronically on the Internet.

Standard

Flyers and Handouts should include/have:

- correct spelling and grammar
- Palm Beach County Public Schools logo
- The School District of Palm Beach County, Florida
- approved list of Board Members & Superintendent, appropriate non-discrimination phrase, contact phone number and District Web site
- information sent home to parents should be translated
- compliance with any legal requirements
- any appropriate optional information*

Process

For distribution by schools, flyers must be approved by the Principal; for distribution District wide, they must be approved by the Department head or senior management.

32. FORMS

Definition

“Forms” refers to the official information forms that have been and must be approved for use in the district to conduct the official business of the School District.

Standard

The District’s standard electronic forms software is *OmniForm Filler*. Over 450 approved forms are available for download and use from the District’s electronic forms web page, <http://www.palmbeach.k12.fl.us/Records/Forms.htm>. Basic and advanced *OmniForm Filler* classes are offered each month through the Records Management section of the Information Technology Division. Creation or revision of forms is governed by Policy 2.341 (<http://www.palmbeach.k12.fl.us/policies/>).

Process

District forms are reviewed and approved by the District Forms Review Committee, as required by Florida Statute. The District’s forms management program is outlined in the Forms Management Manual available at http://www.palmbeach.k12.fl.us/Records/Form_man.htm.

33. FHESC FRONT DESK - GUIDELINES

Definition

The FHESC Front Desk is in the lobby area of the Fulton-Holland Education Services Center, 3300 Forest Hill Blvd., West Palm Beach/Palm Springs, FL 33406. For the public and staff convenience and security, this area is staffed by School Police.

Standard

All visitors to the District office shall be dealt with courtesy and in a timely manner reflecting an attitude that staff members are here to serve our parents and public. Visitors will be greeted promptly when entering the building and will be provided accurate information and/or directions to their intended location(s). Security badges will be issued to visitors for specific locations only and must be returned when leaving the building. Visitors will not require a badge if submitting a public records request in the Department of Public Affairs.

Process

The operation of the FHESC Front Desk and lobby area is shared by the School Police and the Building Manager’s Office. Consult these offices or Public Affairs for questions, comments or suggestions.

34. HANDBOOKS

Definition

Handbooks are undersized publications that summarize policies or larger documents and are intended for convenient use and carrying. The District produces a number of handbooks each year for students, parents, staff and public information.

(http://www.palmbeach.k12.fl.us/PublicAffairs/PDFs/Student_Family_Handbook_English.pdf)

Standard

Handbooks should include/have:

- The School District of Palm Beach County, Florida logo
- Names of School Board Members & Superintendent
- correct spelling and grammar
- appropriate non-discrimination phrase
- contact phone number
- district Web site

Process

Prior to distribution, handbooks must be approved by Leadership Team or senior management level administrator for district publications, and approved by principal for schools.

35. LETTERS, MEMORANDUMS

Definition

Letters are correspondence going outside the District, which should be in the form of a formal letter.

Memoranda or Memos are correspondence being used within the District which should be in the form of a memorandum. The only exception is when sending correspondence to the Florida Department of Education (FDOE); memorandum form may be used.

Memoranda are not constructed to circumvent the Bulletin process. Memoranda are only appropriate when they are directed to specific persons and to distinguishable groups, such as committees or task forces. Area Superintendents, Assistant Superintendents, and Department Heads may communicate within their respective departments by memoranda.

Standard

The formats of letters and memos written by employees of the District are as follows:

LETTER

Date

(4 spaces)

Jim Smith

J. J. Jones & Sons
1234 Ocean Ave.
West Palm Beach, FL 33405

(2 spaces)

Dear Mr. Smith:

(2 spaces)

We would like to thank J. J. Jones & Sons for your generous contribution to the School District of Palm Beach County. XXXXXXXXXX

(2 spaces)

Sincerely,

(4 spaces) Signature

Cathy May
Public Affairs

MEMORANDUM

MEMORADUM

Date

To:

From:

Subject:

(There are double spaces between each item at the left margin)

Process

Formal correspondence must be approved by the principal, supervisor or department head unless department head allows otherwise.

Refer to the Appendix for Bulletin and Memorandum Procedures

36. LETTERHEAD

Definition

Letterhead is preprinted paper or electronic template containing the name and other identifying and information about the office, department and personnel responsible for the communication.

Standard

Letterhead should include/have:

- The School District of Palm Beach County, Florida logo
- address
- telephone number
- fax number

- email, if appropriate
- superintendent's name
- department or school name
- department administrator or school principal
- district Web site
- non-discrimination clause

Letterhead should only be used for official correspondence and approved by the principals or department head.

Process

Letterhead can be printed from department computers with approval of the department head or by the District Print Shop when ordered by the head secretary or department head in each location. An electronic letterhead template can also be created and saved in computers with approval from the principal or department head.

37. LOGO (DISTRICT, SCHOOLS, DEPARTMENTS)

Definition

The graphic used containing the name of the School District of Palm Beach County. The Palm Beach County Public Schools logo is the focal point of the District's corporate signature and has been designed to enhance its professional image. It provides an effective tool in promoting District recognition and unifies our District into a consistently recognizable school system.

Standard

District: All District publications and communications should contain the official Palm Beach County Public Schools logo accompanied by the title School District of Palm Beach County, Florida or "Palm Beach County Public Schools." When engaging in activities with other agencies, it is customary for the School Board logo to appear on any material used to promote the activity.

Schools: Schools may use individual logos on newsletters, programs and flyers, but **must include** Palm Beach County Public Schools logo in a prominent place.

Departments: In an effort to avoid confusion and achieve consistency in School District publications, departments producing materials for the general public should place their department name above, below, or beside the School Board logo and "The School District of Palm Beach County." Departments should limit the use of individual logos for internal use only (i.e. memos and flyers mailed to other employees in the School District).

Process

Logos require approval by a senior administrator. Its use should be limited to authorized District approved communication.

38. MAIL SERVICES (PONY)

Definition

The Pony operation picks up, sorts and delivers daily interdepartmental and U.S. mail throughout the District.

Standard

Interdepartmental Mail

- Must be in a sealed envelope or container (not to exceed 40 lbs.)
- Addressee name should be clearly printed on the mail.
- Addressee location should be clearly printed on the mail. If the location is a department name or school use the full name. Several departments/schools have similar names and when abbreviated they look the same.
- Only mail sponsored by a District department manager may be sent as interdepartmental mail through the Pony. Postal laws prohibit outside organizations from avoiding postage fees by distributing mail through the Pony.
- Hazardous chemicals, liquids, powders and personal items should not be sent through the Pony operation.

U.S. Mail

- Mailings of over 200 items should be coordinated with the Pony Foreman (PX 54401 or email pony@mail.palmbeach.k12.fl.us).
- All outgoing U.S. Mail envelopes should be typed with block letters and adequately spaced to be read by OCR machines.
- Bulk mail should consist only of newsletters, form letters, flyers and anything being sent out for advertising purposes. Pieces are generally identical in content and are **NOT** time sensitive. Bulk mail is a **very low priority** at the U.S. Post Office. All other mail not falling into the above categories should be sent as first class mail.
 - If using the District bulk mail permit the school/department must deposit funds into the permit account at the post office.
 - Bulk mailers must follow the detailed special instructions found in Chapter 23 of the Purchasing Manual or at the U.S. Post Office Web site <http://www.usps.com/businessmail101/> before delivering the bulk mail to the post office.
- Only business mail should be directed to a District address. Personal mail and packages should not be sent to an employee's District address except where District policy specifically allows it.

Process

Pony mail should be used for official District purposes only. Requests for mail services should be approved by the principal or department head.

39. MEDIA BRIEFINGS, NEWS CONFERENCES, NEWS AVAILABILITIES

Definition

Public Affairs staff and others may conduct media briefings, interviews, news conferences and news availabilities for senior staff and others to inform parents, staff and the public of important District news and events.

Standard

For special announcements or to address issues of major concern, a media briefing gives the school system an opportunity to get information and materials to all media representatives at one time. Media Briefings must be coordinated with the Public Affairs Department. A directory of Media Contacts/Web sites are also available on the Public Affairs Web site: www.palmbeachschools.org. Also see Policy 2.04 (<http://www.palmbeach.k12.fl.us/policies/>). (See Appendix)

Process

Interaction with news media representatives must be approved by the principal or Public Affairs in advance.

40. NEWS CLIPPINGS

Definition

The Public Affairs Department compiles newspaper articles from the Palm Beach Post and Sun-Sentinel as well as area and community newspapers, trade journals and other publications when applicable.

Standard

Clipping service items must contain:

- cover sheet with date
- the name of the newspaper containing the article
- date of article
- headline
- actual article as it appeared in the newspaper with byline is preferable or computer print out of the Internet/Web version of the article

Process

Public Affairs staff clip all articles about the Palm Beach County Schools, its students and staff from several daily and weekly newspapers, magazines and other print and Internet publications and compile and distribute online to School Board Members, the Superintendent's office, Department Heads and the four area offices. To request a copy of a newspaper article, call Public Affairs at 434-8228.

41. NEWS MEDIA CONTACTS: INTERVIEWS, CRISES, PHONE, AND IN-PERSON

Definition

A visit, telephone call, written communication (letter, fax) or email constitutes a news media contact.

Standard

Employees will refrain from providing information that may be libelous or slanderous. Media interviews should not be disruptive to the learning environment. Reporters may come onto School Board property only with permission. If they do arrive, and don't leave when you ask them to, contact the Public Affairs Department. They can be arrested for trespassing. Times of crises or certain events generally garner more media inquiry. Consult with Public Affairs and they will assess whether staff presence is needed on site or handled through established procedures. No information will be released to the public or the media that infringes on the rights of others. The names of students should never be revealed to the media in accident cases or legal issues. Contact by and interaction with the media is discussed in detail in Part I of the *Communication with the Media* guide. Also see Policy 2.04 (<http://www.palmbeach.k12.fl.us/policies/>) and Appendix.

Process

Contact with the media should be reported to your immediate supervisor, Area Office or Senior Manager and the Public Affairs Department, prior to the interview.

42. NEWSLETTERS

Standard

A District-wide newsletter should include/have the following:

- correct spelling and grammar
- Palm Beach County Public Schools logo
- School Board Mission Statement
- The School District of Palm Beach County, Florida
- Names of School Board Members & Superintendent
- non-discrimination clause
- contact names & phone numbers
- district Web site address

44. NEWS RELEASES

Definition

A news release (also called a press release) is generally a one-page document that is sent to members of the news media as a request to cover a particular story or event. It should be emailed (or faxed if requested) to a specific reporter or newsperson. It should be followed up with phone calls or emails to ascertain whether the news organization will cover or use the story.

Standard

News releases serve many purposes and can be effective when well written and complete with the necessary information. Large newspapers may use them as background information or to provide a story idea only, but weekly and small daily papers often print them verbatim. Television newsrooms will often use them as the basis for their own story, if they choose to use the information. When departments begin planning the release of information (whether a report, press release, posters, etc.) that will have district-wide impact, Public Affairs should be notified to assist in utilizing all the communication tools available to the District.

When information is released, a principal, administrator or district-level contact will be designated on the news release.

Departments that frequently release information, such as Research, Evaluation and Accountability, for example, will compile a schedule, if possible, of when reports will be released. While the specific release date for certain results may not be confirmed, there is generally a timeframe when they can be expected.

When preparing a press release, remember these accepted guidelines: Use short sentences. Use short paragraphs. (Limit them to six lines or less). Use descriptive language. Highlight the positive. Include who, what, when, where, why and how. Be accurate and objective and use just the facts. Use everyday language; avoid bureaucratic jargon and acronyms. Double check spelling, especially names, and proof read. Have someone else edit your work. Give as much advanced notice to the media as possible. Depending upon the story one to two weeks is best.

Press releases should be in the proper format and always typed and double-spaced. Use a clean, easy-to-read font. Use standard 8 1/2 x 11 paper. Leave ample margins (about 1 1/2" each side). Type only on one side of the paper.

At the top of the page have the school/department, address, phone, fax, email (if appropriate). The contact name, phone number and release date should appear in capital letters in the upper right corner of the release. "For Immediate Release" centered in block and bold letters. A headline or subject line in an active voice should appear before the body of the release.

NOTE: The Public Affairs Department is available to assist schools and departments with press releases to increase awareness, announce a new initiative, or publicize a program or event. *Examples* of Press Releases and how to write a Press Release can be found on the Public Affairs Web site: <http://www.palmbeach.k12.fl.us/PublicAffairs/MediaContacts-Procedure.htm>

PRESS RELEASE EXAMPLE I

The School District of Palm Beach County

DATE: When Release Is Sent

CONTACT: Name of Person(s) and Phone Numbers

SUBJECT/HEADLINE: **WHAT IS HAPPENING (always in BOLD, CAPS)**

October 24-November 1 has been proclaimed National Red Ribbon Week in recognition of drug prevention and awareness. At noon on Wednesday, October 26, students at (name of school) will be participating in an anti-drug rally in the school's gym. All American Elementary is located at 1122 Main Street, West Palm Beach.

During the event, students will perform skits that show why staying off drugs is important and how staying in school can improve their lives. In addition, the school's band and chorus will perform for students, parents, faculty, staff and community members. Our city's mayor, (name here) as well as Council Members (name here) will address the audience on drug prevention measures.

This year's Red Ribbon theme is "Neighbors – Drug Free and Proud." The focus of this campaign is the message BEHIND the Red Ribbon. It is more than just a weeklong celebration – it is a lifetime commitment to a certain lifestyle.

PRESS RELEASE EXAMPLE II

DATE: April 12, 2002

CONTACT: Jane Smith (561) 777-7777

SUBJECT: Gun Safety

****ATTENTION COMMUNITY CALENDAR EDITORS****

WHO: A partnership between the Palm Beach County School Board, the U. S. Department of Treasury, Bureau of Alcohol, Tobacco and Firearms and local Hospital Districts.

WHAT: **Communities Addressing Responsible Gun Ownership (C.A.R.G.O.)** awareness program. This program makes owners of handguns aware of their responsibilities of storing and securing their firearms as well as keeping them out of the hands of children.

WHERE: American High School

WHEN: **7-8 p.m., Wednesday, April 14, 2008**

WHY: All too often we hear about a child being accidentally injured or killed when playing with an unlocked, loaded handgun. Many of these unfortunate incidents can be avoided if the gun's owner had taken just a few precautionary steps.

To help ensure the safety and security of our students, the **Communities Addressing Responsible Gun Ownership (C.A.R.G.O.)** program was created. The goal is to reduce the number of handgun-related injuries and deaths in Palm Beach County by raising awareness.

During the seminar, experts from the U.S. Department of the Treasury provide instruction on handgun safety and the securing of handguns, which includes the proper installation of a gunlock. After learning how to use them, every person attending the C.A.R.G.O. program receives a gunlock free of charge.

In addition, local hospital trauma doctors talk with participants about what they see first-hand in our emergency rooms the pain, suffering and death caused by unsecured handguns.

The purpose of this program is simple: To empower people to take a proactive stance and help someone before it's too late.

44. NON-DISCRIMINATION CLAUSES

Definition

Discrimination on the basis of race, ethnicity, national origin, gender, disability, or marital status against a student or an employee in the state system of public K-20 education is prohibited. No person in the State of Florida shall, on the basis of race, ethnicity, national origin, gender, disability, or marital status, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any public K-20 education program or activity, or in any employment conditions or practices, conducted by a public educational institution that receives or benefits from federal or state financial assistance.

Sample:

The non-discrimination clause reads: "The School District of Palm Beach County is an Equal Education Opportunity Provider and Employer".

(Florida Statute § 1000.05, State Board of Education rule 6A-19.001 et seq.)

Standard

Florida Statute §1000.05 sets forth the use of this clause -Discrimination against students and employees in the Florida K-20 public education system prohibited; equality of access required.

Process

It is commonly used on SDPBC official letterhead, handbooks, brochures, etc., centralized at the bottom of the page and in the same font as the text of the document.

45. OPEN HOUSES

Definition

The open house is a time for school administrators, members of the faculty and volunteers to open the school to parents and families with the purpose of presenting the staff, curriculum, offerings, answering questions and showcase their facilities. Parents and families are able to walk through the building and see the classrooms and other public areas.

Standard

Schools holds open houses at least once a year.
Open houses are held after business hours to allow more participation.

Process

Open House must be announced ahead of time to allow parents/families to make arrangements. Announcements, flyers, or letters should be sent home in English and/or language spoken at home.

A welcoming session is recommended before parents/families visit the classrooms. This is a good opportunity to disseminate school information in the form of handouts, brochure and video. Classroom activities may vary.

46. OPERATORS, DISTRICT TELEPHONE

Definition

The District PBX telephone operators provide quality services and assistance to the public and School District of Palm Beach County: **(561) 434-8000**.

Standard

The operators transfer incoming calls to appropriate departments, provide phone numbers of schools, departments, Department of Education and all other agencies affiliated with the School District of Palm Beach County, answer general questions for the public and District employees, assists District employees with placing overseas calls and faxes. No legal advice shall be provided except by Legal Department to appropriate recipients.

Process

District employees needing assistance from operators must dial "0".
If the person is calling from out of the school telephone system they should dial 434-8000 and follow the menu options, or wait on line to be automatically transferred to the operators.
To place overseas phone calls principal or department head's approval is required.

47. OPINION RESEARCH: PARENTS, STUDENTS, PUBLIC, EMPLOYEES

Definition

Any data-gathering activity that is conducted during normal business hours, but is outside the job functions of employees of the School District of Palm Beach County and not a required district task. See Policy 2.142 <http://www.palmbeach.k12.fl.us/policies/>.

Standard

See Appendix for School District of Palm Beach County Guidelines for Research

See Appendix for Factors for Determining the Technical Merit of Research Proposals

See Appendix for School District of Palm Beach County Application For Conducting Research

See Appendix for Affidavit of Good Moral Character

(p. 87-92)

Procedure

1. Upon receipt of a research request, the Department of Research, Evaluation and Accountability will send the applicant copies of four documents: School District of Palm Beach County Research Request Procedures, School District of Palm Beach County Guidelines for Research, Factors for Determining the Technical Merit of Research Proposals, Affidavit Of Good Moral Character and School District of Palm Beach County Application for Conducting Research.

2. After receipt of all required materials the Department of Research, Evaluation and Accountability will distribute copies of the research applications, proposals, and instruments to members of the Superintendent's Research Review Committee (SRRC).

3. The SRRC will meet monthly to review the research requests, based on an assessment of the proposed study's technical merit, content-area adequacy, and compliance with guidelines for conducting research in the district. The Executive Director of Research, Evaluation and Accountability will send a letter of approval/disapproval to the applicant. Disapproved requests will be filed with the application.

Applications that do not have written approval from an Institutional Research Board (IRB) will be disqualified with the exception of certain educational research organizations who are seeking to norm standardized tests or conduct research on behalf of the U.S. Department of Education, the Florida Department of Education, or other governmental entity for the sole purpose of improving student education and the overall educational environment either directly or indirectly.

4. The Department of Research, Evaluation, and Accountability will notify the principals of schools that the applicant has identified their school for participation in SRRC-approved studies.

All applicants must wait until they receive written notice from the Department of Research, Evaluation, and Accountability before contacting the schools.

48. PAMPHLETS (SEE BROCHURES)

49. PAYROLL

Definition

The system is used to pay all employees, deduct appropriate government/tax withholdings and deductions, display available accumulated leave and/or selected leave and provide other relevant employee information

Standard

Each employee must ensure the information is accurate and report inaccuracies or requested changes to the person in his/ her work unit responsible for payroll or follow instructions of that individual to contact Payroll to receive clarification or make additional changes. All employees receive either 22 or 26 pays per year depending on the number of duty days scheduled.

Process

New employees receive payroll information at New Employee Orientation and from their site payroll contact person. A designated employee in each employee's work unit records his/her time worked, leave, and reports the information to the Payroll Department. Consult the supervisor to learn which individual in the work unit is responsible for payroll. Consult the individual responsible for the work unit's payroll, the supervisor or department head if there are any questions regarding payroll.

50. PEOPLESOFT

Definition:

PeopleSoft is an integrated software package that provides various business applications to effectively manage day-to-day operations more effectively.

Standard:

People Soft software has the capability to manage the day to day activities of the HR, CRM, EPR and Student administration departments.

Process:

People Soft applications operate out of various district departments.
<https://erp.palmbeach.k12.fl.us/psp/PAPRD/EMPLOYEE/EMPL/h/>

51. PHOTOGRAPHY (PERMISSION FROM PARENTS)

Definition

Parents are required to provide written permission to their child's school if they wish their child to participate in school activities that require the use of the student's photograph, video image, art work, writing, etc. in annual yearbooks, graduation programs, Web sites, approved news gatherings, etc. The understanding is that the SDPBC shall have the right to publish, sell, duplicate, reproduce or make other use of such rights transferred as the SDPBC so desires. The agreement is given with free knowledge of the rights transferred to the SDPBC. The agreement is made without restrictions or time limits.

Standard

A signed release must be on file at the subject's location before a photo of a student may be published. OMNI Form 1941 – *Release and Consent for Student Information Publication* must be used. See Appendix

Other photos: When publishing or displaying copyrighted photos or photos which are not the property of the School District or the school, permission from the owner must first be secured.

Procedure

Parent must specify on OMNI Form 1941 if the consent will be a blanket release for all student publications throughout the school year, or if it will be a special release for a specific event or school production, in which case, the specific event must be listed.

52. PONY MAIL (See Mail Services)

53. POLICIES

Definition

School Board Policies are administrative rules, adopted under Florida Statute §120.54 to implement, interpret, or make more specific certain federal and state statutes (especially laws in the K-20 Education Code), or to supplement Rules of the State Board of Education.

Standard

Policies, new or revised, take effect only upon official approval of the School Board after a proper Notice of Adoption. Under current practice, there are usually by vote two hearings (or “readings”). Fourteen days notice in the media is given before the 1st reading, and 28 days notice is given before the 2nd reading. All SDPBC policies can be seen at

<http://www.palmbeach.k12.fl.us/policies/>

Process

See flowchart in Appendix. Development of a new policy, or revision of an existing policy, starts with an administrator obtaining the signoff of superiors and the Superintendent on a concept-approval routing sheet. Once the Superintendent forwards the signed sheet to the Legal Department, the attorneys review the concept and/or rough draft for legal compliance and work with the proponents to finalize the draft. The final draft is presented to the Executive Leadership Team for approval to place on the agenda of a Special Board Meeting on Policies. The Board may request amendments to the Superintendent’s recommendation, especially at the 1st reading.

54. POSITION PAPERS

Definition

A position paper is an in-depth report on a particular matter that gives the official view and recommendations of a government agency or organization.

Standard/Procedure

Position papers from SDPBC should include/have the following:

- correct spelling and grammar
- Palm Beach County Public Schools logo
- The School District of Palm Beach County, Florida
- approved list of Board Members & Superintendent

- appropriate non-discrimination phrase
- contact phone numbers
- fax numbers
- district Web site
- any appropriate optional information

55. POSTERS: FHESC, ADMINISTRATIVE OFFICES, SCHOOLS

Definition

A poster is a printed picture, often a reproduction of a photograph or artwork, used for decoration or advertisement.

Standard

Posters should include/have the following:

- correct spelling and grammar
- The School District of Palm Beach County logo
- contact phone number
- district Web site
- any appropriate/optional information
- compliance (see advertising)

Process

All information to be included on the poster must be approved by the corresponding principal or department head.

56. PRINTSHOP

Definition

The School District of Palm Beach County operates a full service duplication center known as Printing and Copy Services. The facility has several high-speed digital copiers and is capable of fast and efficient service. Forms, Newsletters, Books, Booklets, Posters, Flyers and Office Stationary are some of what is prepared by the Printing staff.

Standard/Procedure

Before beginning, a Printing Work Request (PBSD 0377) must be filled out and authorized by a supervisor. Requests can be sent to Printing Services by email (printshop@palmbeach.k12.fl.us), Pony, or brought by in person. Any request that Printing Services cannot fulfill is coordinated through local vendors by the Print shop Manager.

57. PUBLIC ENGAGEMENT

Definition

Involvement of public in school: the involvement of parents and community representatives in schooling and school reform.

Standard

Public engagement is a two-way process of communication, which engages the organization's many publics through the utilization of research techniques, such as surveys, questionnaires, focus groups, interviews, community forums, meetings with community leaders, or interviews.

Process

The Public Engagement process will be implemented by the Department of Public Affairs for district-wide initiatives that impact one or more of the school system's publics.

58. PUBLIC INFORMATION

Definition

The Board is committed to a policy of public information, which is based on the belief that the public schools of the District belong to the people who created them by consent and who support them by taxation. Consistent with legal requirements, the Board will make every effort to enhance public knowledge and understanding of, and encourage public participation in, the District's goals and programs. The Board, therefore, maintains a public information policy (2.04), which will be carried out through the efforts of the Board, the Superintendent, and the Department of Public Affairs.

Standard

School Board Policies 2.04 (Public Information) and 2.041(Public Records) in accordance with Fla. Stat. § 1001.42(15).

Process

It is the responsibility of each school, department, and advisory committee to facilitate the dissemination of information by keeping the Department of Public Affairs informed of all requests by media representatives for information, of all newsworthy events within their area of authority.

All meetings of any collegial public body of the School District, at which official acts are to be taken or at which public business of such body is to be transacted or discussed, shall be open and noticed to the public, except with respect to meetings or hearings exempted from the open-meetings requirements pursuant the state constitution or general law as interpreted by Florida courts and the Florida Attorney General, Florida Statute § 286.011.

In addition to the notices of District public meetings and hearings given pursuant to the Sunshine Law or the Administrative Procedure Act, any personnel responsible for scheduling such meetings should ensure that the Department of Public Affairs are informed of each public meeting or hearing for listing on the Department of Public Affairs Web site at

<http://www.palmbeach.k12.fl.us/publicaffairs/Board%20Mtg-Workshops.htm>.

Schools may initiate requests for media coverage of newsworthy activities either on their own or through the Department of Public Affairs. If information is sent directly to the media, Public Affairs should also be informed.

As a general rule, administrators should deal directly with news media inquiries, subject to Policy 2.041, about items within the administrator's area of responsibility. However, if news

reporters come to a school to cover a situation and the principal needs assistance with the media while resolving the situation, the principal should request assistance from Public Affairs.

To help protect the safety of students, the principal and staff must know who is visiting the campus and the purpose of the visit. Any person seeking to visit a school campus, including news media representatives, shall be required to request permission from the principal by telephone or in person and shall report to the main office upon arriving on campus, prior to any contact with students, staff, or volunteers. See Policies 2.04(9) and 2.06.

For complete information about the Public Information Policy 2.04, visit <http://www.palmbeach.k12.fl.us/policies/>. See Appendix

59. PUBLIC RECORDS

Definition

The term "public records," as defined in Fla. Stat. § 119.011(1), includes "all documents, papers, letters, maps, books, tapes, photographs, films, sound recordings, data processing software, or other material, regardless of the physical form, characteristics, or means of transmission, made or received pursuant to law or ordinance or in connection with the transaction of official business" by the Board and District School System.

Standard

School Board Policy 2.041 (<http://www.palmbeach.k12.fl.us/policies/>) in accordance with Florida Statute § 119.011(1).

Process

1. Public records shall be maintained in accordance with the District's Retention Schedule (currently available online at <http://www.palmbeach.k12.fl.us/Records/Records.htm>), approved under Fla. Stat. § 119.01(4).
2. Persons may request public records either verbally or in writing. Requesters are encouraged to submit requests in writing to expedite accurate processing of their requests. Requests should be sufficiently detailed to identify the documents sought to be examined or copied.
3. Public records requests are applicable to non-exempt, non-confidential portions of existing records. The District shall not be obligated to create a new record or compile lists or information from various existing records to accommodate a public records request.
4. School Board members, District employees and agents, and advisory committees receiving requests for public records shall coordinate responses through the Department of Public Affairs, and the Department of Public Affairs shall determine which District personnel and departments are to provide assistance in responding to the request.
5. All departments that receive public records requests shall fax them on the day of receipt to the Department of Public Affairs. (If the request was verbal, the department receiving the verbal request shall memorialize it in writing and fax a copy to the Department of Public Affairs.)

Exemptions:

While personnel records of any public agency are public records, and, thereby, are open for examination by members of the public, certain exemptions apply including, but not limited to: social security numbers, medical records, payroll deduction records, and derogatory material

about the employee in a personnel record cannot be disclosed until 10 days after notification to the employee of its existence and delivery of a copy to the employee. Results of drug tests, records of participation in employee assistance programs and evaluations of teachers are exempt from the public records law.

Student records: These are not public records. Access to student records is limited by Florida Statute Section 1002.22(3)(d) which guarantees every student a right of privacy with respect to his or her educational records. Under School District Policy 5.50 (<http://www.palmbeach.k12.fl.us/policies/>), student records shall be treated as confidential and shall be directly accessible only to those school officials with a legitimate educational interest in the student information as provided by Policy 5.50 (3)(d); to the parents of children under 18; to an eligible student 18 or older; and/or to persons/institutions as authorized in writing by the parent or guardian and to certain other persons/entities specified in Policy 5.50(3). Student records may be released pursuant to lawfully issued subpoena or court order provided the school makes a reasonable effort to notify the parent in advance of releasing the records as provided in Policy 5.50(8), so that the parent can seek protective action by the court.

Draft reports of Internal Audit: FS 119.7(3)(y) exempts internal audit draft reports from Public Records Law until the reports become final. Additional information on Public Records Requests can be found at <http://www.palmbeach.k12.fl.us/policies/>.

60. QUICK COPY (SEE PRINT SHOP)

61. RECORDS RETENTION/DISPOSAL

Definition

Records Retention Schedules are written standards for the retention and disposition of public records.

Standard

These standards are based on legal, fiscal, historical and administrative value of records. The Florida Department of State, Bureau of Archives and Records Management (BARM) is the state agency that regulates and approves records retention and disposal for all Florida public agencies. The District Records Retention Schedule is available at http://www.palmbeach.k12.fl.us/Records/Rec_Retn.htm.

Process

To assist schools and departments in the annual records disposal process, the Records Management Office develops the annual Records Disposal Certification. The Records Disposal Certification can be downloaded from the electronic forms Web page and completed using *OmniForm Filler* software.

Please review the Records Management Web site and retention schedule at www.palmbeach.k12.fl.us/records/records.htm.

62. REPORTS

Definition

Reports are written documents describing the findings of some individual or group.

Standard

All reports should include/have:

- The School District of Palm Beach County, Florida logo
- contact information: phone number and fax number
- district Web site
- correct spelling and grammar
- any optional information as necessary

Process

Reports are prepared by individuals or groups and presented to department heads, chief officers, the superintendent or the Board.

63. RESEARCH CONSULTANTS

Definition

Research consultants are the consultants who perform important work for the School District of Palm Beach County, Florida including evaluating existing programs and writing recommendations for program improvement.

Standard

These recommendations are formalized in report form, submitted to Board Members, widely distributed throughout Palm Beach County's local communities and shared with the press. Nationally, other forms of distribution primarily occur in the form of publications in national journals. Consequently, how consultants are selected for these evaluation assignments is of considerable importance.

Process

The Department of Research and Evaluation issues through the Purchasing Department a Request for Proposal (RFP). The RFP requests from consultant information that is needed by Research, Evaluation and Accountability and other department staff to thoroughly review professional credentials, work history, and fee structure. The RFP also poses questions that enable staff to determine if the evaluation consultant or consultant firm may be equipped to appropriately respond to large or small-scale projects, or both. Questions are also posed to determine minority/women business participation status.

The RFP is a comprehensive, but simple process. First, the RFP is advertised both locally and nationally through a variety of publication means. Education Week, the American Educational Research Association Web site, local newspapers, as well as direct mailings to consultants are among the advertising actions that occur under the direction of the Purchasing Department. State University System institutions also receive the call for responses to the RFP.

Second, individuals or firms respond to the RFP by providing the detailed information requested within the RFP.

Finally, proposals are evaluated by School Board staff to determine which meet the criteria that identify qualified consultants or firms. These criteria are explicitly designed to identify consultants or consultant firms that have either demonstrated successful consultant experiences, or show reasonable promise of successfully serving the School Board on a consultative basis. Once consultants have been identified, Board action authorizes their inclusion within the *Research and Program Evaluation Consultant Services pool*. From the pool, consultants are then hired to perform the research work that has been requested by either the Board or the Superintendent or the Board, upon recommendation or acquiescence of the Superintendent.

64. SCHOOL DISTRICT “PUBLIC AFFAIRS MINUTE” INFORMATIONAL TV ANNOUNCEMENTS

Definition

A daily 15-30 second informational news update in English, Spanish and Haitian Creole on important school and district educational information, activities and important dates hosted by the Chief Public Information Officer and Public Affairs specialists.

Standard

“Public Affairs Minuet” airs on The Education Network (T.E.N.) channel-97, daily and at the top and bottom of each hour throughout the week. T.E.N. is owned and operated by the School District of Palm Beach County.

Process

To recommend an informational/promotional idea, it is necessary to contact the Department of Public Affairs at 561-434-8228.

65. SOLICITATIONS: TO SCHOOLS, DEPARTMENTS

Definition

Solicitations are intents to obtain business or gains. Some business or organizations may do sales calls and offer demonstrations at schools or administrative offices.

Standard

According to School Board Policy 2.14 (<http://www.palmbeach.k12.fl.us/policies/>) agents, solicitors, and salespersons may visit schools to demonstrate products and methods but some rules should be observed. See also Policy 2.13 (<http://www.palmbeach.k12.fl.us/policies/>).

Process

The following rules shall be observed:

The principal shall exercise judgment as to the merit of any such calls and may issue permission, when deemed necessary, for such a call to be made on a staff member.

The principal shall prohibit all forms of canvassing or soliciting of teachers or students on school premises during instructional time and may permit calls to be made at other times when the teachers are on duty.

Attendance is voluntary and instructional personnel are not to be used as a captive audience for sales promotion.

In the case of solicitation of funds in schools, there will be no "drives" in the schools that call upon children to give money. This does not apply to special school activities such as dances (School Board Policy 2.15, <http://www.palmbeach.k12.fl.us/policies/>).

For fundraising activities, students may participate in charitable fund-raising drives as individuals or as part of extracurricular groups. However, such activities must be conducted outside the academic day and must be approved in advance by the principal. Participation in such activities shall be on a voluntary basis, and no student shall be compelled to make a contribution. Please refer to complete School Board Policy 2.16, <http://www.palmbeach.k12.fl.us/policies/>.

66. SPECIAL DESIGNATIONS

Definition

Special designations are commendations or awards presented by the School Board.

Standard

Various layouts are available for special designations. Contact Print Shop for samples. Special or school logos may be used.

Process

Special commendations/awards may be used, once reviewed and approved by Superintendent, Chief of Staff, Chief Academic Officer, and Chief Operating Officer, but only for a specified period of time, i.e., the year for which the award was granted. At the schools, special designations must be approved by the principal, the department head, or the appropriate senior manager.

67. SPEECHES

Definition

Speeches are oral addresses made by Board Members or the Superintendent.

Standard

Standards for speeches are at the discretion of the individual speaker. However the messages must be in accordance with the district vision, mission, and goals for student achievement and safety.

Process

Requests for speeches by School Board Members or the Superintendent must be made in writing at least one month prior to the event. The requests must be made at the earliest time possible.

68. STUDENT INFORMATION

Definition

Student information is records pertaining to students' file.

Standard

Student information follows the standard of the reporting tool used.

Process

Student information and/or student records are confidential and only accessible to custodial parents, legal guardians, the student, certain social and government agencies, courts, and legal authorities as stated in federal and state statutes and Policy 5.50

(<http://www.palmbeach.k12.fl.us/policies/>). For current students and students who left the District within the last five years, student records must be requested at the school and processed through the Legal Department. For inactive students who left the District more than five years ago, student records must be requested from the Records Management Office.

69. SUPERINTENDENT'S LEADERSHIP CONFERENCE

Definition

The Superintendent's Leadership Conference is a two-day event hosted by the Superintendent and includes outside speakers as well as district experts presenting on a variety of topics.

Standard

The conference follows the standard established by the superintendent.

Process

The Leadership Conference takes place each June and is designed for all principals, assistant principals and district level directors and above.

70. SUPERINTENDENT'S/SCHOOL BOARD NAME LISTING

Definition

It is the official name listing of the Superintendent and Board Members as it should appear on all publications.

Standard

Palm Beach County, Florida. This name, together with a list of School Board Members and Superintendent must be included in all publications and printed materials.

The list begins with Board Members, with the Chairperson and the Vice-Chairperson first, and the rest of the members listed alphabetically. The Superintendent's name appears two spaces below the Board list, with the title on a separate line. For publications that will be used for more than a one-year period, a strictly alphabetical list is permissible. However, Board Members may change from year to year, and this should be considered when deciding on the quantity to be printed.

The proper, legal name of the governing board of the school system is The School Board of Palm Beach County, Florida.

Use current list with proper spellings and names. A list is available from the School Board Office 434-8139 or the Public Affairs Department, 434-8228. There is also a correct listing on the District's Web site.

Process

Using the name listing should follow the standard established above.

71. SURVEYS: EXTERNAL AND INTERNAL

Definition

A survey is a statistical study of a sample population by asking questions about age, income, opinions, preferences, and other aspects of people's lives.

Standard

The following factors are considered by the district when evaluating the technical merit of research proposals.

1. clarity of problem/question/hypothesis
2. feasibility of investigating the problem, given what the applicant estimates or knows about the resources for the study
3. procedures for collecting data (procedures should allow applicant to make valid interpretations of the data)
4. quality of the data-gathering instruments (e.g., reliability and validity indices of the instruments)
5. appropriateness of experimental/quasi-experimental design
6. sampling method (simple random sampling, stratified sampling, matrix sampling, etc.) and percent of total population sampled
7. statistical techniques used to analyze the data
8. limitations of the study (e.g., Are the results able to be generalized? What are the threats to internal validity?)
9. will it create student records which are confidential under 5.50.

Process

1. Applicants must review the **School District of Palm Beach County Guidelines for Research and Factors for Determining the Technical Merit of Research Proposals**. Complete the **School District of Palm Beach County Application for Conducting Research**. Include three copies of the research proposal with a thorough description of each of the following:

1. rationale
2. statistical and design methodology
3. a literature review which thoroughly addresses the relationship among the variables of interest and each student measure. The literature review must include a meta analysis that results in an effect size estimate of the influence of each independent variable on each student measure being collected.
4. three copies of all research instruments
5. three signed copies of the Affidavit of Good Moral Character

6. no more than a one-page letter that we can forward to principals and teachers to describe the tasks that will be required of them
2. **If the applicant is a district employee**, he/she must have a letter from his/her supervisor that confirms his or her approval for conducting the research. **If the applicant represents an organization** with an **institutional research board (IRB)**, the research proposal must be approved by that board prior to submission to PBC School District.
3. Mail the completed **application** and three copies of the **research proposal/instruments** to:

Executive Director
Department of Research, Evaluation and Accountability
School District of Palm Beach County
3370 Forest Hill Boulevard, B202
West Palm Beach, FL 33406-5870

4. Applicant must wait until he/she receives a written response from the **Department of Research, Evaluation, and Accountability**, before taking any further action. If the study is approved, principals of the schools listed on the application will be informed. Approval of the study at the district level does **not** obligate principals to participate in the proposed research. It is the applicant's responsibility to obtain the approval of the principals. Research may only be conducted in those schools whose principals have agreed to participate in the study.

For complete Research Request packet see addendums.

72. TELEPHONE ETIQUETTE

Definition

Telephone etiquette is the formal, professional, and courteous way all employees should answer their telephone and facilitate quality customer service.

Standard

District personnel should answer telephone calls in a professional and courteous manner, identifying the school/department, the person answering the phone, and asking "How may I help you".

Process

All employees should adhere to the telephone etiquette standard when answering their phones.

73. THE EDUCATION NETWORK – TEN

Definition

The Education Network (TEN), formerly know as ITV, is the school district's television channel open to the general public and located on Comcast Channel 97.

Standard

The Education Network follows all the standards of TV broadcasting adopted by all major television stations.

Process

T.E.N. performs the following services to benefit schools and the District:

- On-air Broadcasting of instructional programs to all schools
- Teacher-requested programs via broadcast (random access)
- Duplication of tapes from TEN Library
- Distribution of laser discs and videotapes on teacher request
- Preparation of teaching units by teacher request
- On-air preview of new acquisitions and releases of video
- Live Broadcasts from TEN studio
- Satellite receive site and distribution of satellite programs used by the district
- Distribution of selected programs from Cable-in-the-Classroom
- Switch hub for the distance learning projects via satellite, fiber & T1 compression
- Services to the TEN and in-house systems in the schools
- Assisting schools with use of in-school studios
- Videotape and broadcast School Board Meetings
- Production for district-wide staff development
- Technical support for fiber optic distance learning project for 2-way video laser disc
- Instruction/teleconferencing

Approval

Manager of The Education Network – TEN, (561) 738-2702/PX 22702. See Policy 2.52.

74. TRAINING AND STAFF DEVELOPMENT

Definition

Training and Staff Development refers to professional preparation and on-going additional knowledge given to employees through workshops and various instructional sessions.

Standard

Standard for training and staff development are established by the State Department of Education and enforced by the Staff Development Department.

Process

A master calendar for training is maintained at the Staff Development Department and needs to be referenced prior to final scheduling. A copy of any district training planned for employees is to be submitted to the Department of Professional Development (776-3696 or PX 53696).

The master calendar is also on Outlook under:

Public folders

 All public folders

 Training and staff development

 Calendar

75. TRANSLATIONS

Definition

Translation is the written rendering of a document from one language, the source language, to another language, the target language.

Standard

1. Translated documents must
 - be as accurate and close to the original as possible
 - have spelling/grammar related to the specific language
 - have appropriate terminology
 - use expressions and terms that are not culturally biased, offensive, or inappropriate.
2. Translated documents should include:
 - in smaller font, a header specifying the document name and the language version (example: Student Code of Conduct – Haitian Creole version)
 - a footer stating where the translation originates
 - Palm Beach School District logo
3. PBSB translated forms must comply with the Forms Review Committee's form standards. For more information concerning translated forms and the District's forms management program, see <http://www.palmbeach.k12.fl.us/Records/Forms.htm> or call the Forms Analyst at 357-7528 (PX 47528).

Process

1. A Document Translation Request (PBSB 1509) must be completed to place a request for translation. Currently, the Department of Multicultural Education provides translation for Haitian Creole, Spanish, and Portuguese. Assistance with languages of lesser diffusion is provided on the basis of availability of bilingual resource personnel.
2. Documents submitted must be the most current version available and should not be a draft.
3. Requester should plan ahead and allow enough time (two weeks for most documents) for timely delivery of translation and diffusion of all the versions simultaneously.
4. The Department of Multicultural Education may request an electronic copy of the document to be translated. The translators are not responsible for formatting and/or printing of documents translated.
5. Document Translation Requests must be approved by principals/department heads prior to submission to the Department of Multicultural Education Translation Team.

See Appendix for Document Translation Request (PBSB 1509)

76. VIDEO PRODUCTION: SCHOOLS, DEPARTMENTS (SEE T.E.N.)

77. VOICE MAIL GREETINGS

Definition

Voice mail provides employees the capability to receive voice messages on their telephones when they are unable to answer their calls. Voice mail greetings are the formal, professional, and courteous way all employees should ask their callers to leave messages.

Standard

The district telephone system has a prerecorded voice mail greeting. Personalized greeting should be professional, identifying the department, the person making the greeting and courteous request to leave a message.

Process

All employees should adhere to the voice mail greeting etiquette standard when answering their phones.

78. WEB SITES, SCHOOLS, DISTRICT, DEPARTMENTS

Definition

The district and all schools and departments have Web sites to publish their information.

Standard

Web site information must be as accurate as possible and adheres to the standards of all published documentation by the school district.

Process

Web sites are managed by a designated Webmaster.

79. WHERE TO TURN

Definition:

The Where to Turn or Directory of Programs is an electronic directory that provides information about the four service areas (north, central, west and south); contact information and all the assigned schools for each area. The directory also provides district's department information that is organized alphabetically including department's name, contact person, telephone number and PX number. The directory can be found at :

www.palmbeach.k12.fl.us/cao/Directory%20of%20Academic%20Program.pdf

Standard:

All departments in the district may submit updated or new information to the office of Compliance.

Process:

Information to be included or updated in the Where to Turn or Directory of Programs shall be submitted to Glenda Izzarone, Manager of Compliance.

80. WRITTEN DOCUMENTS

Definition

Written documents consist of any documentation on paper.

Standard

All written documents should include/have:

- The School District of Palm Beach County, Florida logo
- contact information: phone number and fax number
- district Web site
- correct spelling and grammar
- any optional information as necessary

Process

Written documents are generated by individuals and/or groups.

Acknowledgements and Contributions

The following staff members had input into the updates and corrections of the District Communication Procedures Manual:

Business Partnerships - Shelley Parpard and Vickie Middlebrooks
Electronic Mail (E-mail), Records Retention/Disposal, Student Information, Translations
- Kara Rubinson and Sharon Eastman
Employee Vacancy List Hotline - Jackie Stout/Marcia Andrews
Forms - Sharon Eastman/Kara Rubinson
FHESC Front Desk Guidelines - Vanessa Snow
Open Houses - Diane Lobato, Ann Killets
Opinion Research: Parent, Students, Public, Employees - Betty Sigler
Pony Mail - Karen Sides, Bill Hayes, Sharon Swan
Print Shop - Karen Sides - Terry Mandolfo, Sharon Swan
Quick Copy (Print Shop) - Karen Sides, Terry Mandolfo, Sharon Swan
Request for Information (RFI) - Karen Sides/Sharon Swan
Superintendent's Leadership Conference - Elizabeth Decker/Frieda Proctor
Video Production: Schools, Departments (See T.E.N.) - Judy Garcia
Voice Mail - Margaret Tygrest/Linda Mainord
Web sites, Schools, District, Departments - Margaret Tygrest/Linda Mainord

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and Connie Ayers

APPENDIX

1. **ACADEMIC BUSINESS PLAN:** <http://www.palmbeach.k12.fl.us/documents/Academic Business Plan>

2. **ACRONYMS:**

3. **BOARD MEETINGS/WORKSHOPS:** <http://www.palmbeachschools.org>
Board/District Meetings

9. **BULLETINS:**

August 28, 2008
Bulletin # P-12930-S

Action by: Information Only

Contact Person
Clara B. Trammell
PX: 48200
trammellc@palmbeach.k12.fl.us

TO: All Principals and Department Heads

FROM: Arthur C. Johnson, Ph.D.
Superintendent

SUBJECT: FY 2008-2009 Bulletin Procedures

Bulletins are to be used for the following:

- Any general distribution of information and/or materials to all principals and department heads.
- Any general request for action on the part of all principals and department heads.
- Any specific request for action on the part of an identifiable, district-wide group, such as all principals of elementary, middle and/or high schools.

Bulletins will continue to come from the following individuals: the Superintendent, Chief Academic Officer, Chief Counsel to the School Board and Chief Operating Officer.

Prior to distribution of a bulletin, please request a bulletin number by telephone or via email from Clara Trammell. At that time, please provide the following information: group to be addressed, date of bulletin, subject, contact person, and deadline if required.

Hard copies of bulletins will be sent to schools only with approval of the appropriate Chief. The breakdown of bulletin distribution is as follows:

<u>Group Addressed</u>	<u>Code</u>
All Principals	P
Elementary School Principals	EP
Middle School Principals	MP
High School Principals	SP

Middle/High School Principals
County Staff (Only)

MSP
CS (see distribution list on page 3)

PLEASE NOTE THE FOLLOWING:

Bulletins should not be distributed by hard copy UNLESS the bulletin has an attachment that is unique to individual schools and departments such as school/department budgets.

After obtaining the appropriate signatures on the bulletin, please scan it in a PDF format and e-mail to trammellc@palmbeach.k12.fl.us for posting.

All bulletins will be e-mailed to CTA twenty-four hours prior to being posted. Therefore, please plan accordingly.

The Superintendent must approve all bulletins. Please include an approval line for the Superintendent's signature.

Bulletin format sample is included. (Attachment C)

Memorandum procedures

Memoranda are appropriate when they are directed to specific persons and to distinguishable groups, such as committees, task forces, Area Superintendents, Chapter I Principals, Community School Principals, etc.

ACJ:cbt

Attachments

BULLETIN DISTRIBUTION

If a bulletin is to be sent as a hard copy to principals **and/or** department heads, please use the following distribution list for county staff:

<u>Division</u>	<u>Number of Copies</u>
Superintendent – C316	1
Board Minutes – C316	1
Chief Academic Officer – C316	1
Chief Operating Officer – C316	8
Chief Counsel to the School Board – C302	6
Assistant Superintendent, Curriculum - C225	5
Assistant Superintendent, Learning Support – C201	6
Assistant Superintendent, Quality Assurance/Choice – C201	4
District Auditor – B302	1
Chief Public Information Officer – B102	3
Chief Financial Officer – A306	5
Chief Officer, Human Resources – A-128	4
Chief, Facilities Management – C323	8
Chief, Performance Accountability – B202	4
Chief, Technology Officer – C316	5
Chief, Safety & Learning Environment – Safe Schools Institute	5
Area Superintendent – South - Calusa Elementary	1
Area Superintendent – Central - John I. Leonard High School	1
Area Superintendent – North - Lincoln Elementary	1
Area Superintendent – West - West Area Office	1

DEPARTMENT CODES

S	Superintendent
S/CCSB	Chief Counsel to the School Board
S/DA	District Auditor
CAO	Chief Academic Officer
CAO/AS	Area Superintendents
CAO/CPIO	Chief Information Officer
AS/C	Assistant Superintendent, Curriculum
C/ECE	Early Childhood Education
C/K12C	K-12 Curriculum
C/IM	Instructional Materials
C/PD	Professional Development
AS/LS	Assistant Superintendent, Learning Support
LS/CP	Choice Programs and School Choice
LS/ESE	Exceptional Student Education
LS/MC	Multicultural Education
LS/NCLB-FP	NCLB-Federal Programs
LS/SI	School Improvement
AS/QA	Assistant Superintendent, Quality Assurance
QA/AE	Alternative Education
QA/CS	Charter Schools
QA/ACE	Adult and Community Education
C/HR	Chief of Human Resources
HR/CP	Compensation and Planning
HR/CR	Customer Relations
HR/RR	Recruitment and Retention
C/PA	Chief of Performance Accountability
PA/A	Assessment
PA/EDW	Educational Data Warehouse
PA/RE	Research and Evaluation
C/SLE	Chief of Safety and Learning Environment
SLE/ASP	After-School Programming
SLE/ET	Educational Technology
SLE/SIS	Student Intervention Services
SLE/TEN	The Educational Network

COO	Chief Operating Officer
COO/DBP	Diversity in Business Practices
COO/LR	Labor Relations
COO/P	Purchasing
COO/RBM	Risk and Benefits Management
COO/SFS	School Food Services
COO/SP	School Police
COO/TRANS	Transportation

CFM	Chief of Facilities Management
CFM/B	Building Department
CFM/EC	Environmental Control
CFM/MPO	Maintenance and Plant Operations
CFM/P	Planning
CFM/PC	Project Controls
CFM/PM	Program Management
CFM/RES	Real Estate Services

CFO	Chief Financial Officer
CFO/A	Accounting
CFO/B	Budget
CFO/FTE	FTE Reporting
CFO/TREAS	Treasury

CTO	Chief Technology Officer
CTO/A	IT Applications
CTO/CS	IT Customer Support
CTO/NTS	IT Network and Technical Services
CTO/S	IT Security

THE SCHOOL DISTRICT OF
PALM BEACH COUNTY, FLORIDA
DEPARTMENT NAME
3300 FOREST HILL BOULEVARD, SUITE #
WEST PALM BEACH, FL 33406
TELEPHONE NUMBER: FAX:

ARTHUR C. JOHNSON, PH.D.
SUPERINTENDENT

Bulletin Date
Bulletin Number

Action By:
(Date action required or
Information Only)
Use a Text Box

Contact Person
Name
PX #

TO: (Group to Be Addressed)

FROM: Appropriate Chief(s)

SUBJECT:

Information you wish to disseminate. Directions, deadlines, etc.
(Suggested Font: Times New Roman, size 11 or 12 pitch.)

ACJ:AK:JM:cbt (Superintendent, Appropriate Chief(s), Department Head, Typist)

Approved: _____
Arthur C. Johnson, Ph.D., Superintendent



SAMPLE BULLETIN

THE SCHOOL DISTRICT OF
PALM BEACH COUNTY, FLORIDA
DEPARTMENT NAME
3300 FOREST HILL BOULEVARD
WEST PALM BEACH, FL 33406-5869
TELEPHONE NUMBER: FAX:

ARTHUR C. JOHNSON, Ph..D.
SUPERINTENDENT

Bulletin #
Date

Contact Person
Name
PX #

Action By:
(Date action required or
Information Only)
Use a Text Box

TO: (Group to Be Addressed)

FROM: Appropriate Chief(s)

SUBJECT: BOLD, ALL CAPS

Information you wish to disseminate. Directions, deadlines, etc.
(Suggested Font: Times New Roman, size 11 or 12 pitch. Full justification, please.)

ACJ:AK:GW:JM:cbt (Supt., Appropriate Chief(s), Department Head, Typist)

Approved:
Arthur C. Johnson, Ph.D., Superintendent

12. BUSINESS PARTNERSHIPS

Partnerships often are “facilitated” by a third party. The third party could be a chamber of commerce or District or Area Partnerships Coordinator. Many businesses choose to partner with schools that are close to their offices or stores, and a school may look for a nearby business that has special resources or expertise the school needs. Partnerships are sometimes established because an individual had an idea and acted on it!

Partnerships may involve business employees as tutors, mentors, coaches, or guest lecturers in the partner schools; a business may or may not make material or monetary contributions, as well, but **people resources** are the most important. In good partnerships, schools provide something to their partners in return. This may be something intangible, such as good will, or a tangible benefit, such as use of school facilities or academic resources.

Businesses may at times be willing to make a monetary donation, especially if it goes directly toward classroom activities and academics. However, fund raising is not the primary goal of the partnership program. Also, business people say that it is usually best not to ask for money initially, but to **build a relationship with them first**.

Successful partnerships have agreed-upon and well-defined goals and objectives; the business may wish, for example, to support the mathematics or science program of a school. Together, they develop activities that will implement their objectives. Once they are joined, partners should attempt to stay together for a long time. Though the partnership may change and evolve, **commitment and continuity** are essential for success, especially when dealing with students.

The business may offer internships for students, incentives for academic achievement, training for teachers, use of its labs or equipment, instructional enrichment, or employees who can be mentors or tutors.

The school, in turn needs to know its instructional objectives, define its needs, plan for and structure the business relationships, and monitor outcomes. In good partnerships, all activities undertaken by the school and business together are intended to enhance the academic achievement of students.

It is important for prospective partners in education to understand that partnerships do not live by good will alone; they take hard work and good management. Businesses and schools are structured differently and sometimes have problems communicating.

Experience also shows that it is essential to have someone in the school in fairly regular contact with someone at the business to plan or iron out difficulties and keep channels open. Well-constructed partnerships between schools and business are good responses to concerns Americans feel about education. In a complex world, it is becoming clear that energy and resources from the wider community are needed if schools are to succeed in educating all youngsters (as they say, “It takes a village”).

What Are Partnerships And How Do They Work?

Educators have a historic opportunity to allow community members to make a strategic investment in the schools. The involvement of business resources will directly impact the health of our communities today and the quality of the workforce available tomorrow.

Business is at the leading edge of change in technology, information services, finance and a host of areas that impact the economic health of the entire community. Sharing expertise and resources helps bring schools up-to-date, and allows business the opportunity to assist students in developing the work ethic and skills that are critical for success in the workplace.

The district's Department of Communications and Community Development is looking for business leaders to develop partnership programs that enhance student achievement

What Are the Types Of Partnerships?

Partnerships can be school-specific (Adopt-a-School programs) or program/project-specific. It's not the size of a business or organization that is key, but the level of commitment. Partnerships and resources come in all shapes and sizes. Each partnership is autonomous, and there are no set requirements. Individual schools or programs and businesses have unique needs and resources to bring together. A mutual agreement will clearly spell out commitments, planned activities and time frames.

Levels of involvement can be characterized by 3 stages: support, cooperation, and collaboration. In the **support stage**, typically a beginning phase, some member of the school community engages a partner to provide resources. These relationships often focus on acquiring new resources for specific activities. These are first steps that begin to build interest and support, and which lay important groundwork for greater involvement. Partnerships usually **start small and expand gradually**. As mutual trust builds, expanded activities and involvement occurs.

The **cooperation** stage is characterized by a greater degree of communication, participation, leadership, and shared decision-making. Typical examples are the development of mentorship projects or school-to-career transition programs.

In the **collaboration stage**, the partnership begins to assume "a life of its own." In this stage, the partnership has the full attention and involvement of top-level leadership and has implementation support. Partners have established long-range goals that address essential school or community needs. Major resources are committed and there is widespread staff involvement on all parts.

Options for Business Partners

This handbook takes you through several steps in a process for developing Partners in Education. It is a series of guideposts for school-based business partnership coordinators.

The handbook offers a menu of options that partners may want to consider. All are aimed at enhancing and enriching the education received by students. Some partnerships will be comprehensive, meaning they include a wide range of activities. Others will be more limited, with only one or two kinds of activities. For almost all partnerships, it is best to start small. Branching out into new activities comes naturally as the partners get to know one another, and see further opportunities for cooperation.

In general, business partnerships operate in the following areas of school life, though imagination and need may add others.

15. **CRISIS COMMUNICATION PLAN**

Crisis Communication Plan 2008-2009

Prepared For Action

Responding Effectively to Crisis in Your School or Department

Crisis Communications for Schools

When a crisis occurs at a school, the Crisis Response Team's Mass Media Coordinator--typically the Principal, Assistant Principal, Dean or Guidance/ Student Services Administrator-- is responsible for quickly gathering accurate, basic information and relaying that information to School Police Dispatcher and the District Spokesperson. **(See instructions in Crisis Response Manual, pages 5 and xxxii.)**

Crisis Communications for Administrative Departments

When a crisis occurs at a district administration building (FHESC, bus compound, food service, area office, warehouse, maintenance facility, etc.) the location's Crisis Response Team's Mass Media Coordinator-- typically the Director, Assistant Director, office manager or executive secretary --is responsible for quickly gathering accurate, basic information and relaying the information to the School Police Dispatcher and the District Spokesperson. **(See instructions in Crisis Response Manual, pages 5 and xxxii.)**

(The School Police Dispatcher is also responsible for contacting the District Spokesperson to ensure that the most accurate and up to date information is shared.)

Spokesperson Contact Information

District Spokesperson: Nat Harrington / Bito David, Creole / Ana Sands, Spanish

Nat Harrington

Office: 434-8228, 357-7679 or 434-8227

Cell: 723-3555

Home: 582-6555

1ST Alternate Spokesperson: Vickie Middlebrooks, Public Affairs Specialist

Office: 357-7661, 434-8228, 357-7679

Cell: 301-5701

Home: 746-0015

2ND Alternate Spokesperson: Deborah Stewart, Public Affairs Specialist

Office: 434-8622

Cell: 632-8677

Home: 688-0027

3rd Alternate Spokesperson: Ana Sands, Public Affairs Specialist

Office: 357-7662

Cell: 644-6487

Crisis Communication Procedures

The District Spokesperson and the CRT/Mass Media Coordinator, depending on the specific situation, will immediately decide:

- What media is on the scene, on the way or has contacted the location
- Which of them should provide that basic information to all of the media
- When the information is to be released to the media
- Where the media should be gathered to receive the information
- Which of them should work with the media to update the situation
- What inaccurate information has been reported
- When the spokespersons duties should be transferred from one to the other, if needed
- How they are to continue to work together to update the information

The District Spokesperson will contact:

- **The Chief Academic Officer (CAO) and the Superintendent**
- Leadership, Cabinet or other administrators as appropriate
- School Board Members, as directed by the CAO or Superintendent
- School Police, local or county police/emergency officials to verify, update and share additional information
- Alternate spokespersons
- The media (on-line list is to be used)

The District Spokesperson will provide the following basic information to the media and administrators:

- What happened (5Ws and H)
- Where media and selected administrators should meet to receive/share the information (**See below- Administrator’s Crisis Meeting Sites**)
- How the information will be sent (email, fax, phone, etc.)
- Who will provide the information to the media
- Status of school or district operations
- Next steps for school/district operation
- Contact names and phone numbers/email, etc. for additional information
- Time and location of next update
- Announcement that the crisis has ended and that operations have returned to normal

Administrator’s Crisis Meeting Sites

Each administrative location’s Crisis Response Team should identify and publicize an on-site location (conference room) and an off-site location (FHESC, or other suitable location) where staff will meet to communicate with staff or media or District Spokesperson.

For FHESC administrators the meeting location is **FHESC, Shulman Conference Room, C-301, Phone: 434-8281/PX 48281 or PX 49193-speaker phone.**

Alternate, off-site location is the **Palm Beach County Emergency Operation’s Center, 20 S. Military Trail-south of Southern Blvd., Phone: 561 712-6400.**

24. **ELECTRONIC MAIL** <http://www.palmbeach.k12.fl.us/email/Pub>

33. **FORMS** - Basic Forms: <http://www.palmbeach.k12.fl.us/Records/Forms.htm>
Forms Management Manual: http://www.palmbeach.k12.fl.us/Records/Form_man.htm

41. **MEDIA INFORMATION**

**Communication in the Palm Beach County Schools
2008-2009**

Dear Principal/Department Head:

We have developed the enclosed communications plan in an effort to increase public understanding and support for our students, teachers programs, and schools. It is designed to inform employees and stakeholders about our schools and to empower schools and school district staff.

Crafted using input from employees and other school district stakeholders, the plan describes and clarifies responsibilities for proactively informing communities about our schools and for responding to public and media requests for information and interviews. The communication plan is included in the attached packet.

Contents

- 1) Guidelines For Media Contact
- 2) Procedures For Media Contact By Phone and Visits
- 3) Guide For Identifying What Is News
- 4) Elements of a School Communications Plan
- 5) Media Tips For Principals (and administrators)
- 6) Press Release Information Request (Omni 2018)
- 7) Sample News Release
- 8) Sample News Release - Short Form
- 9) Media List
- 10) Media Relations Seminar Survey
- 11) *Marketing Your School (to be sent)

How to Use This Packet

- 1) **Guidelines for Media Contact** describes the authority of principals or their designees to speak for their schools and the procedure for school district staff when media requests for information are received. Each principal and staff member may be asked for information or interviews and should practice good customer relations.
- 2) **Procedures for Media Contacts and Requests** by phone calls and visits are easy to use step-by-step instructions on handling media requests. These can be copied and distributed through your school or office.
- 3) **Guide for Identifying What is News** should be used to make decisions regarding what to send to the news media for coverage. Not all events, programs, luncheons, etc. are news. Knowing what is news enables schools to develop reasonable expectations for media coverage.
- 4) **Elements of a School Communications Plan** describes the steps a school may take to create and nurture relationships with the school community and local news media. The plan is based on the principles that when schools are being proactive reduces the need to be reactive. And the media are generally more responsive to school news when the information comes from schools.

- 5) **Media Tips for Principals** provide additional strategies and are intended to guide school secretaries, other school-based employees, administrators and department heads through successful encounters with the media, whether by phone or in person.
- 6) The Department of Public Affairs (DPA) will help disseminate school news. **The Press Release Information Request Form (Omni 2018)** should be used to help maximize our effectiveness in getting our messages to our communities. These forms should be filled out and sent to the DPA by pony mail or fax well in advance (2 weeks if possible) to inform the DPA of newsworthy events, achievements, successful programs, effective teachers/staff school groups, etc. Copy these forms and distribute to teachers, PTA members, school activities, etc. A supply should be kept in the main office.

Schools should prepare and send news releases first to Public Affairs and the Media.

- 7) **The Sample News Release** should be used as a guide in constructing paragraph-type news releases on newsworthy events, achievements, etc. to the media. Use your school's letterhead or design a simple News release form to be used consistently by your school.
- 8) **The Sample News release-short form** can be used when appropriate to explain the five Ws and H of news—Who, What, Where, When, Why and How. This format should only be used for self-explanatory events, reminders and easy to explain events.
- 9) **The Palm Beach Schools Media List** should be used to phone, fax or mail news releases to news organizations. Media lists change frequently because reporters and editors change. Use this as a beginning. Expand it to include any and all newspapers and newsletters in your community and update it frequently—at least twice a year. No newsletter is too small when it comes to sharing school news.
- 10) The DPA will use **The Media Relations Seminar Survey** to plan and conduct media seminars designed to help principals and their designees and other school district staff communicate effectively through the media. Indicate the type of information you need to be more comfortable and effective in interviews and relationships with the media.
- 11) **Marketing Your School** was developed by veteran school public information practitioners of the National School Public Relations Association (NSPRA). It is a basic guide to creating and maintaining academic and other programs that

parents will want to send their children to and be involved in. It will be available by mid-August.

**Guidelines for Media Contact
2008-2009**

To: Chiefs, Assistant Superintendents, Area Superintendents, Principals, Department Heads

Guidelines

The Department of Public Affairs is charged with the responsibility to release accurate and timely information, both internally and externally under all applicable Florida Statutes, and to reinforce the mission, philosophy and goals of the school system. School based and central staff should observe the following guidelines:

News Media Contacts

- A. The Chief Public Information Officer is the official spokesperson for the school system on district policies and philosophy. Principals, Area Superintendents, and their designees have the authority to speak for their schools. Department heads may speak for their departments.
- B. Media and public requests for public records, other public information and interviews—print or broadcast—should be responded to in a timely fashion and should be brought to the attention of the appropriate division chief or assistant superintendent and the Department of Public Affairs (DPA).
- C. Principals and area superintendents or their designees should inform the DPA immediately about all media contacts arising from school incidents to ensure that all appropriate actions are taken and communications are made.
- D. Principals should designate appropriate staff members who may talk with the media in their absence about events and incidents involving school emergencies or student safety.

Emergencies

School personnel should use the district Crisis Response Plan. In case of unplanned media contacts, call the DPA as soon as possible to ensure timely and accurate responses. The DPA will work closely with all appropriate personnel to help provide necessary information.

Special Events

- A. **Publicity** - Inform the DPA in writing about special events in schools as much in advance as possible. Use Press Release Information Request or press release to

inform and work with the DPA to communicate with parents and the community.

- B. Press Releases – Schools should issue press releases on all appropriate school matters to the media. A copy of all press releases involving District issues should be sent to the DPA before they are issued. Send to the DPA the name of the person in your school or office responsible for preparing press releases.
- C. Public Service Announcements – Request for public service announcements should be submitted to the media or the DPA at least four weeks in advance.

If you need further information about this policy or training for staff, please contact the Office of the Superintendent, 434-8200 or the Department of Public Affairs, 434-8228.

Procedure for Media Contacts and Requests
2008-2009
Handling media requests through *school or office visits*

1. When media representatives appear unexpectedly at a school or office, including across the street, they should be greeted pleasantly and directed to the office or conference room to await arrival of the principal, department head or their designee. Ask that no pictures/video or interviewing be taken until approved. (Media representatives, as with other guests, should not be allowed to tour the school unescorted without approval.)
2. Quickly ascertain what the reporter/photographer needs and what the deadline is. **DO NOT SAY, " I AM NOT ALLOWED TO TALK TO THE MEDIA."** **DO SAY, "I'LL FIND THE BEST PERSON TO ANSWER YOUR QUESTIONS."** If you have been empowered by your supervisor to give out routine information, such as, "What are your school hours?" answer the question.
3. Otherwise, tell the reporter your situation and whether you (or the principal/department head/designee) can respond by the deadline. Be responsive. Your participation improves the story's accuracy and balance. You may need to ask the reporter to leave and return later. Give a specific time, and be ready when they return.
4. As soon as possible, contact the appropriate persons in the school or district—principal, department head, assistant or area superintendent **and** Public Affairs.
5. As soon as possible, begin gathering the information. Reporters are usually on deadlines. When they receive information late, they may release inaccurate or incomplete information.
6. Avoid answering on the spot, except for routine information. Always give yourself a little time to prepare, even 5 minutes helps. When the information has been gathered and checked for accuracy, the appropriate person should call the reporter/photographer to tell them the information is ready. If the reporter is still on the premises, give the information as completely and succinctly as possible.
7. Do not guess at answers or answer speculative questions. The correct response could include: "I don't know the answer, but I will try to get it and get back to you"; or, "I'm sorry, I can't speculate on that. Never say "no comment." Always have prepared the basic, positive message you want to give out, and work them into your responses.
8. Prepare a School Communications Plan that includes regular press releases on school success stories that are sent to Palm Beach Post, Neighborhood News, Sun-Sentinel, Community News and others. See Information Directory, Media Directory, On-Line Media Directory (www.palmbeachschools.org).
9. Call Public Affairs at 434-8228 for assistance.

Procedure for Media Contacts and Requests
2008-2009
Handling media requests *through phone calls*

1. When media representatives call requesting information or interviews, the school secretary, office person or administrator should quickly ascertain a) the name and organization, b) what specific information is being requested and, c) what is the reporter's deadline. **DO NOT SAY, " I AM NOT ALLOWED TO TALK TO THE MEDIA." DO SAY, "I'LL FIND THE BEST PERSON TO ANSWER YOUR QUESTIONS."** If you have been empowered by your supervisor to give out routine information, such as, "What are your school hours?"
2. Make brief detailed notes. Do not answer questions without first checking the accuracy of the information. Even if you know the answer, allow yourself a few minutes to prepare your response. Answer the question.
3. **Tell the reporter that you or the appropriate person will call them back with the information or arrange for the on-camera interview by the deadline. If the deadline cannot be met, call as soon as possible to inform the reporter. Also, indicate when the information can be provided.**
4. **Immediately notify the appropriate chief, assistant or area superintendent and the Department of Public Affairs that the request has been received, and get the principal, department head or appropriate person involved.**
5. **The appropriate person should gather the requested information as quickly as possible and check it for accuracy.**
6. **Call the reporter and provide the information. Do not try to guess at answers or answer additional or speculative questions.**
7. **If additional questions come up, simply tell the reporter you will get the answers and that you or the appropriate person will call back by the deadline. The correct responses could include: "I don't know the answer to that, but I'll be glad to look into it and get right back you", or "I'm sorry I can't speculate on that." Never say "no comment".**
8. **Always have prepared the basic, positive message you want to give out and work that into your responses.**
9. **Prepare a School Communications Plan that includes regular press releases on school success stories that are sent to Palm Beach Post, Neighborhood News, Sun-Sentinel, Community News and others. See Information Directory, Media Directory, On-Line Media Directory (www.palmbeachschools.org).**
10. **Call Public Affairs at 434-8228 for assistance.**

Guide to Identifying What is News 2008-2009

To build an effective relationship with the media and succeed in getting favorable media coverage, it is critical to know what is news and what is not news. The definition may vary somewhat among news organizations based on their audience demographics. However, certain news criteria remain fairly constant.

News values

New

The biggest increase in test scores; the first student from our school to attend Oxford; the best debating team in the nation is from our school, etc.

Unusual

Students teach class; teachers play roles as students.

Interesting

A new student computer system installed at school.

Importance

Deadline for scholarship applications.

Prominence

The movie star mother of a student will read to students.

Proximity

It happened in our school.

Conflict

Student journalists try to publish articles opposed by advisor.

Controversy

Staff disagrees on school graduation site.

Elements of School Communications Plan 2008-2009

Effective communication is the key to successful relationships between schools and the communities they serve. This outline of a basic school communications plan is intended to help schools and departments become proactive in communicating our successes, challenges and needs to parents and the public.

Customize a plan for your school's specific needs. The Department of Public Affairs will assist and support you developing and implementing a complete plan designed to improve communications between schools, the media and the public and to increase support for education in Palm Beach County.

School Communications Plan

- I. Select and train a school based public affairs representative (PAR).
 - A. Principal, Assistant Principal, department head, teacher, school improvement team member, a special volunteer or involved parent.
 - B. The PAR talks to the media in formal and informal interviews and acts as a liaison between the school, the media and the public affairs office.
 - C. Training materials including sample releases, school marketing techniques and spokesperson training are available from the Department of Public Affairs (DPA).
- II. Identify your school, community and neighborhood newspapers, radio stations and other media. Make a list with phone and fax numbers.
 - A. Consult DPA for seminars, media lists and materials.
 - B. Consult staff about existing media connections.
- III. Establish a relationship with the community and neighborhood newspapers, reporters, editors and publishers.
 - A. Invite media representatives to your school for an introduction and for important events.
 - B. Know what is news and share information on newsworthy school events through frequent news releases.
- IV. Create and utilize a network of parents and community members to transmit school news and events to your community and the DPA.
 - A. Send school news and events information to parents and the community through the school newsletter, community papers and business partners' newsletters.
 - B. Send news items to the DPA for internal newsletters and web page.
- V. Participate in communications related seminars and workshops from the DPA.

- 1) **Train and encourage key communications within your school community to spread the word about the school's and the district's accomplishments.**
- 2) When working with the media, greet them with an open mind; expect positive results.
- 3) When reporters/photographers visit, have them report directly to the office or other designated area to await availability of the principal or public affairs representative. Ask that no photos or video be taken or interviews conducted until you have approved.
- 4) Find out the reporter's deadline and time frame: how soon is it needed, what is the latest time information can be provided.
- 5) Tell reporter how you **can** help as well as your limitations: time, other media, school business, non-availability of student/parent, need parent clearances, etc.
- 6) Be as responsive as you can: provide public records/information, interview, photo opportunities, etc. within the deadline, and emphasize your school's accomplishments, special programs and positive messages. If you cannot respond by the deadline, tell the reporter as soon as possible.
- 7) Research answers before the interview begins. Ask for time to prepare. If you do not know an answer, do not guess. Say, "I don't know (even during an interview), but I will find out." If the question involves district policy, refer the reporter to the Department of Public Affairs (DPA).
- 8) Do not say, "NO COMMENT." Alternatives could include: "I'm not at liberty to discuss that at this time but will be happy to talk more about it when the investigation is completed"; "It wouldn't be appropriate to comment on that since we don't have all the answers right now. But I'll be glad to discuss it when we know more."
- 9) Keep answers short and clear. Give 7 to 20 second answers and then stop. The reporter will follow up if he/she wants more. Always be honest. A lie will always come back to hurt you. Credibility is fragile.
- 10) Always assume you are on-the-record. Ask to be told when the camera will be rolling and when it is turned off.
- 11) For challenging or hostile interviews or interviews during crisis, stay calm, listen carefully and answer while leading back to your proactive message. Ask for assistance from Public Affairs. Training is available.
- 12) Tell affected teachers, students and/or parents briefly what the story is about. If necessary, tell students and others not to look at, wave or acknowledge the camera unless requested.
- 13) Always have 2-3 school "message points" prepared, and try to pitch another positive story idea if you can before the news crew leaves. Have a School Communication Plan prepared so you know the reporter and the news organization. Develop the relationship with the media and community.

(Message points are the ideas, characteristics, accomplishments, special traits you want your school for [i.e. "Our school has improved attendance and academic achievement 3 years in a row."])

Principal tips

**Palm Beach County School Activity Information
2008-2009**

Students, parents, teachers, staff, community groups, business partners and the media want to know about important and interesting events, activities and accomplishments in our schools and school administration.

Please provide the following information and a draft news release (see attached sample news releases) as soon as possible, minimally one week in advance, so we can work with you to have our stakeholders informed and involved through the appropriate media.

*** Use reverse or additional paper if needed.

- 1) Today's Date:
- 2) School/Department:
- 3) Address/Event Location:
- 4) Name and phone number of event contact person:
- 5) Date of Activity:
- 6) What media coverage, if any, is requested?
- 7) Press release needed? Y/N
- 8) Activity: (Describe the newsworthy event, activity or accomplishment, use the reverse or additional paper if needed) Include:
 - a) why it is interesting, important and/or unusual
 - b) how students have been or will be helped
 - c) what visuals will be available for photographs/video

- 9) Names and titles of individuals to be involved:
- 10) Background: How did the event or accomplishment come about?

Palm Sun High School

News Release

[SAMPLE](#)

Hold For Release
May 26, 2008

Contact: Nat Harrington
(561) XXX-XXXX

New Super Computer on Loan at Palm Sun High School Helps Students Learn Geography

Who: Students at Palm Sun High School

What: Demonstrating Virtual reality geography lesson

Why: To demonstrate how computers are making academic lessons challenging and interesting.

When: Friday May 26, 2008, 10:00 A.M.

Where: Palm Sun High School, Social Studies Lab, 111 Palm Sun Blvd.

How: Media and others will be allowed to experience the sights and sounds of several interesting places around the world.

- This is a good visual story for lead-in or tag-out of weathercasts, or for kicker at the end of the news shows. Interviews and video available.

For more information, call the school, XXX-XXXX

Palm Sun High School

News Release

SAMPLE

Hold For Release
May 26, 2008

Contact: Nat Harrington
(561) XXX-XXXX

Super Computer Helps Students Master Geography Business

Partner Provides Software for Virtual Reality Voyages

West Palm Beach – A group of Palm Sun High School students went skiing in the Alps this afternoon after traveling from Senegal, West of Africa, this morning. Their trip was made possible by a super-computer linked to a network of global positioning satellites—all provided by the school's business partner ABC Corp.

"It was amazing seeing the sights, hearing the sounds and experiencing being both in the desert and in the mountains," said Joel Lee, a senior at Palm Sun High School. "Most of us will have no problem passing any geography test after this, because the computer's virtual reality experience made the lesson interesting.

The super-computer, Big Green, is on loan to the school this semester and may be available on a long-term basis to other Palm Beach Schools next year.

"We wanted to do something special for our school partner," said David Jackson, CEO of ABC Corp. "And what better way than to help our young people to learn in a way that helps them compete with their counterparts in other highly developed countries."

The students plan to visit Panama, Australia and the Grand Canyon on Friday—all before lunch.

Members of the media are invited along for the trip. For more information, contact Joe Johnson, principal at XXX-XXXX.

NEWS

From the School District of Palm Beach County

Department of Public Affairs ●●● 434-8228 ●●● FAX 434-8651

*Nat Harrington
Chief Public Information Officer*

*Arthur C. Johnson, Ph.D.
Superintendent*



Media Relations Seminar Survey

2008-2009

The Department of Public Affairs is committed to supporting schools and district offices as they implement school and district communications plans. Please provide the following information to enable staff to plan seminars that will meet your needs. (Use reverse or additional paper if needed.)

- 1) Name _____ School/Office _____
- 2) Has your school or office been covered by the media? Y/N How many times? _____, or how frequently (annually, etc.) _____
- 3) When was the last time a story was done at your school or involving your office? (Month/year)
- 4) Was the coverage positive ____or____negative?; initiated by you____ or was it the result of media interest ____?
- 5) How would you rate your proficiency in working with the media/granting interviews?
- 6) Have you ever had media training? Y/N; Would you like training? Y/N
- 7) How do you believe you could improve working with the media?
- 8) What media relation skills would you like to learn or improve?
- 9) How much time would you like to spend in a media relations seminar?
- 10) When would you be available for such a seminar? Weekday/ Weekend/Evening. How many sessions do you want/need? 1/Yr. 2/Yr. 3/Yr. 4/Yr.

WHY DO OUR SCHOOLS NEED A MARKETING PLAN?

Public schools have historically not viewed marketing their product as an essential, or even appropriate, function. Yet planned or not, each school does present an image through its most important marketing agents – its staff and students. A marketing plan is simply a coordinated system for sending the messages we want about our school and utilizing those agents to share the best that there is about our school.

At dismissal time each day, every school sends out hundreds of publicity agents in the persons of our students. If staff members recognize the potential of these agents for disseminating information, they soon realize that they can affect the messages students are carrying out of the building, and can design curriculum-related activities that utilize these skills.

More than anything, a marketing plan is a systematic way of changing the self-images of staff members to view themselves as agents who carry messages about the school. They transmit these messages in their actions at school with students and adults, and their actions in the school community.

Once you have decided that you do indeed want to share the best of your school with external audiences, this manual will guide you in developing your schools unique marketing plan. This is a program designed to assist the principal and the school staff in communicating school successes to a diverse public and to help build community involvement, community support and community pride in our schools.

This marketing plan has been tested. Results are conclusive – it works! We encourage you to take the lead and plan now for the implementation of “Promoting Your School.”

We believe that you will find the process of developing a marketing plan to be a positive experience in itself. You will learn more about your school, staff and community; the process will be a team building activity for your staff. We wish you success as you join your colleagues across the county in marketing our fine public schools.

MARKETING STRATEGIES

There are five types of external marketing channels. They use different tools and vary in the amount of control you have over the messages and in the cost of sending those messages.

A. ADVERTISING

Advertising is the purchased message. You tell your markets why they should “buy” your product. You have a high amount of control over the messages, but the cost also may be high.

Advertising vehicles include:

- Radio
- Billboards
- Television
- Posters
- Newspapers
- Buttons
- Magazines
- Bumper Stickers
- Brochures
- Direct Mail
- Fliers

B. PROMOTION

Promotion is the traded message. You sell your school by using products furnished by a sponsor who also is benefiting from the promotion. (Example: A neighborhood pizza place underwrites the cost of paper place mats that carry a message about the school. The restaurant uses the place mats and the school's students are eager to take their families there to see the place mats.)

In promotion, your control of the message is still high, but the cost is low because it is absorbed by the sponsor. It is important, however, that the sponsors can see what the benefit to them is, whether it is increasing their sales (listeners, audience, etc.), securing a tax deduction, or creating a positive image for themselves in the community.

C. PUBLIC RELATIONS

Public Relations is the corporate message: a planned effort to influence your market through socially acceptable, responsible performance. Public Relations is the reputation your school builds through its ongoing programs.

Your school can enhance its reputation by sponsoring youth organizations, sponsoring events, providing a speaker bureau, and donating services and facilities. The cost of Public Relations is low, but the control of the message sent is also low.

WHO WILL CREATE THE MARKETING PLAN?

Some of the success of your marketing plan will depend on staff commitment to its implementation, and that is best assured by giving staff members a sense of ownership.

We recommend that you inform a planning team of no more than seven individuals who will work through this manual cooperatively. It is recommended that this team include an administrator or designee; a teacher; a non-instructional employee; a member from the Advisory Council and/ or PTA (could be a dual role) and a Business Partnership representative (Civic Club, Chamber, Industry Council). This group may be a committee or task force appointed especially for this task, or a currently existing group in your school, such as your School Advisory Council, may perform the task. You will have to determine which approach is best, based on the leadership model utilized in your school. Remember to include non-certified personnel in your team.

List the planning group members below:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Site Contact

STRENGTHS AND NEEDS

Your school's strengths and needs are both important in your marketing plan. Strengths are the blocks upon which you can build. They will help you to sell your school.

Needs must be identified so that you can minimize their power to generate negative publicity and so that you can use them as a source of goals for school improvement.

EXEMPLARY CHARACTERISTICS

Example: Many of our teachers are certified in elementary education and special education.

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |
-

FUTURE NEEDS

Example: Plan for security of the building for students and staff.

- 1.
- 2.
- 3.
- 4.
- 5.

IDENTIFYING YOUR SCHOOL'S MARKET

Whom do you want to reach with your marketing plan? There are many groups that have the potential for being a positive force in the operation of your school, and they are the people whom you wish to address. Some market groups are large; some are small and specific. Here are some examples of audiences whom you may wish to reach:

- *The parents and guardians of your school's students*
- *Parents of future students living in your school's attendance area.*
- *Citizens in your community - active volunteer organizations.*
- *Leaders in your community (business owners and managers; county/city political leaders; members of community advisory councils; leaders of civic organizations; church leaders)*
- *Leaders in educational organization, innovation, and decision-making (state legislators; State Department of Education employees; school board members; education associations; professors in education departments of area colleges)*

Thinking of both current market groups and new potential markets, list additional markets that could be targeted:

- 1.
- 2.
- 3.
- 4.
- 5.

From the above lists, select at least three specific markets that you most wish to reach:

Market #1:

Market #2:

Market #3:

Fill in these markets' names next to their numbers on the following two pages.

As your work with the markets throughout this plan, remember that you are speaking not to an amorphous group "somewhere out there," but to specific identifiable people. We recommend that you set up "membership" lists for all markets that you have identified above. These lists should be done in accordance with your school's record-keeping system, whether it is computerized, index cards, or another system. You will find these lists useful for mailing, phone calls, and planning activities.

CREATING MESSAGES FOR YOUR MARKETS

Now that you have identified and described your markets, you are prepared to select the messages you wish to send to each group. These messages may be different for each market. When possible, create a benefit message (letting the audience know what the school can do for them.)

List several messages for each of your markets:

Example:

You have a valuable contribution to make to our school.
What you do in your work affects us.

MARKET #1:

- 1.
- 2.
- 3.
- 4.
- 5.

MARKET #2:

- 1.
- 2.
- 3.
- 4.
- 5.

MARKET #3:

- 1.
- 2.
- 3.
- 4.
- 5.

DEVELOPING YOUR RESOURCES

You will need to develop and utilize both financial and human resources in carrying out your marketing plan, but an effective marketing plan DOES NOT REQUIRE A LARGE BUDGET!

Suggested resources include:

- *School Improvement (Lottery) Monies*
- *Contributions from partners in Education*
- *Grants (Government, Special Programs, etc.)*
- *Education Foundation Mini Grants*
- *Donations*
- *Funding Sources for Project/Advertising*

TEN TIPS FOR WRITING A NEWS RELEASE

1. Do not . . . unless you have something newsworthy to report. *If what you send consistently is inappropriate, you will develop a reputation and your material will be thrown away as soon as the return address on the envelope is spotted.*
2. Do . . . whenever you have something newsworthy to report. *Not all of your releases will be used, but none of your information will be published if it is not shared.*
3. Write in a crisp, active, brief and concise format. *Do not try to impress people with your vocabulary. Stay away from “education-ese” and abbreviations. Use short sentences and paragraphs. If one adjective communicates what needs to be said, do not use two.*
4. Understand the style of news releases. *They should be double-spaced and on one side of the paper. Review “The Worlds Shortest Course for Educational Journalism” for key style points, or your can probably find a copy of the Associated Press Stylebook or Dougdale for Writing and Paper Format, at your local library.*
5. Remember the inverted pyramid format. *This means report the most important information first. If editors like your release, but cannot use all of it, they will cut from the bottom.*
6. Answer the “5 W’s and the H” early in your release the who/what, where, when, why and how. *Those are the key elements all reporters learn in News writing 101, and what they will look for in your release. You should provide that information early in your release in the first or second paragraph.*
7. Always have a contact name and phone number on your news release. *Your article may be great, but if there is one question in the reporter’s mind and no way to get an answer, the release is likely not to be used.*
8. Treat all news media equally. *Do not mail a release to one newspaper on Monday and to the other on Thursday. Or, do not personally deliver the release to the television station and mail it to the radio station. The news media are competitive.*
9. Seek advice from people experienced in news writing. *This might be an experienced journalism student, the newspaper adviser, a school system Public Relations professional or even a local reporter or editor.*
10. Be Patient. *Understand that the reporters and editors receive an avalanche of news releases and pitches to cover stories every day. If your first submission is not published, that does not mean you did a bad job. Keep trying. Do not be demanding in asking why your release was not printed on the front page. Instead, inquire whether it met the needs of the reporter and how your can improve.*

46. OPINION RESEARCH: PARENTS, STUDENTS, PUBLIC, EMPLOYEES

SCHOOL DISTRICT OF PALM BEACH COUNTY RESEARCH REQUEST PROCEDURES

3. Review the attached **School District of Palm Beach County Guidelines for Research and Factors for Determining the Technical Merit of Research Proposals**. Complete the attached **School District of Palm Beach County Application for Conducting Research**. Include three copies of your research proposal with a thorough description of each of the following:
 7. rationale
 8. statistical and design methodology
 9. a literature review which thoroughly addresses the relationship among the variables of interest and each student measure. The literature review must include a meta analysis that results in an effect size estimate of the influence of each independent variable on each student measure being collected.
 10. Three copies of all research instruments
 11. Three signed copies of the Affidavit of Good Moral Character
 12. No more than a one-page letter that we can forward to principals and teachers to describe the tasks that will be required of them.
5. If you are a district employee, we must have a letter from your supervisor that confirms his or her approval of you conducting this research.
6. Mail the completed **application** and three copies of the **research proposal/instruments** to:

Executive Director
Department of Research, Evaluation and Accountability
School District of Palm Beach County
3370 Forest Hill Boulevard, B202
West Palm Beach, FL 33406-5870
7. Wait until you receive a written response from the **Department of Research, Evaluation, and Accountability**, before taking any further action. If your study is approved, principals of the schools listed on your application will be informed. Approval of your study at the district level does **not** obligate principals to participate in the proposed research. It is **your** responsibility to obtain the approval of the principals. Research may only be conducted in those schools whose principals have agreed to participate in the study.
8. If your organization has an **Institutional Research Board (IRB)**, your research proposal must be approved by your board prior to your submission to us.

School District of Palm Beach County Guidelines for Research

All research in the Palm Beach County public schools shall conform to the following guidelines:

1. Will deal with problems that have significance for the improvement of education in Palm Beach County
2. Will involve no burdensome expenditure of time, effort, or money for the Palm Beach County school system
3. Will be related to the priorities established by the School District of Palm Beach County
4. Will be appropriate for the age level(s) of the target population
5. Will be carried out with a high degree of professionalism and rigor
6. Will not significantly interfere with the daily routine of conducting classes or with the administration of the school
7. Will not deal with content that might be considered inconsistent with the purpose of the school district
8. Will protect the confidentiality of all participants and schools in such research

The attached **School District of Palm Beach County Application for Conducting Research** shall be submitted to the Executive Director, Department of Research, Evaluation and Accountability and shall apply to research studies submitted by any and all groups, agencies, or individuals, in or out of the school system, including:

1. Research related to doctoral dissertations, masters theses, and bachelor theses
2. Research related to college course requirements
3. Institutional and behavioral science research
4. Independent professional research

The Superintendent's Research Review Committee (SRRC) meets on the fourth Wednesday of each month. Applications received by the second Wednesday of the month will be reviewed at that monthly meeting. Applications received **after** the second Wednesday will be reviewed at the **next** monthly meeting of the SRRC. (Note: The SRRC does not meet during the month of December.)

Factors for Determining the Technical Merit of Research Proposals

The following factors are considered by the district when evaluating the technical merit of research proposals.

1. Clarity of problem/question/hypothesis
2. Feasibility of investigating the problem, given what the applicant estimates or knows about the resources for the study
3. Procedures for collecting data (procedures should allow applicant to make valid interpretations of the data)
4. Quality of the data-gathering instruments (e.g., reliability and validity indices of the instruments)
5. Appropriateness of experimental/quasi-experimental design
6. Sampling method (simple random sampling, stratified sampling, matrix sampling, etc.) and percent of total population sampled
7. Statistical techniques used to analyze the data
8. Limitations of the study (e.g., Are the results generalizable? What are the threats to internal validity?)

**School District of Palm Beach County
Application For Conducting Research**

Name: _____ Home Phone: _____

Work Phone: _____ Fax: _____ Email: _____

Mailing Address: _____

Current Employer: _____

Institutional Sponsor and Address: _____

Faculty Sponsor: _____

(signature required for student research)

Institutional Research Board (IRB): _____

Address (if different from sponsor): _____

IRB Name and Signature: _____

(please print)
(required if your organization has an IRB)

Topic Title: _____

Who are the subjects of your study? Please circle grade level(s) where appropriate.

Students: Pre-K K 1 2 3 4 5 6 7 8 9 10 11 12

Special program (specify): _____

Number of students per grade level: _____

Number of classes per grade level: _____

Teachers: Pre-K K 1 2 3 4 5 6 7 8 9 10 11 12

Special program (specify): _____

Number of teachers per grade level: _____

Administrators (specify type & number): _____

What specific school(s)/department(s) would be involved? (Please list. Attach additional page, if necessary.)

Briefly describe the topic of your research and how this study would benefit the district.

List, in chronological sequence (e.g., by month), the tasks and approximate amount of time (in hours) required of students, teachers, and/or administrators for each task. (Attach additional page, if necessary.)

What facilities (e.g., room for testing) of the Palm Beach County Schools are required?

By what professional standards of ethics are you guiding your research?

What measures will be taken to ensure the confidentiality of all participants? Be specific.

Attach to this application three copies of the following documents:

- < A research proposal that includes the rationale, statistical and design methodology, and benefit to the district;
- < All research instruments.

Note: For the above-mentioned items, please provide a list that identifies by page number where in your proposal each item is located.

- < Affidavit of Good Moral Character signed, dated and witnessed for each research team member who may be involved in any one or more of the following activities: visit a school, data collection activities at the school, be in the company of students, or work with confidential information.
- < A one-page letter that we can forward to principals and teachers to describe the tasks that will be required of them.

Your request will be reviewed by the Superintendent's Research Review Committee after your file is complete. Notification will be by mail after a decision has been reached.

When do you anticipate submitting the completed study to the sponsoring institution?

One copy of the final report, thesis, dissertation, or study results, with an executive summary, must be submitted to the Department of Research, Evaluation and Accountability no later than one month after submission of the document to the sponsoring institution or other body.

The information on this application is true and accurate to the best of my knowledge.

Applicant Signature

Date

Return the completed application, three copies of the research proposal/instruments, and your one-page letter to:

Executive Director
Department of Research, Evaluation, and Accountability
School District of Palm Beach County
3370 Forest Hill Boulevard, B-202
West Palm Beach, FL 33406-5870

Affidavit of Good Moral Character

By signing this document, I swear that I have not been found guilty or entered a plea of guilty or nolo contendere (No Contest), regardless of the adjudication, to any of the following charges under the provisions of the Florida Statutes or under any similar statute of another jurisdiction. I also attest that I do not have a delinquency record that is similar to any of these offenses:

- Sections: 741.30 Domestic violence
- 782.04 Murder
- 782.07 Manslaughter
- 782.071 Vehicular homicide
- 782.09 Killing an unborn child by injury to the mother
- 784.011 Assault, if the victim of offense was a minor
- 784.021 Aggravated assault
- 784.03 Battery, if the victim of offense was a minor
- 784.045 Aggravated battery
- 787.01 Kidnapping
- 787.02 False imprisonment
- 787.04 Moving children from the state or concealing children contrary to court order
- 794.011 Sexual battery

- Chapter: 796 Prostitution
- Section: 798.02 Lewd and lascivious behavior

- Chapter: 800 Lewdness and indecent behavior
- Section: 806.01 Arson

- Chapter: 812 Felony theft and/or robbery
- Section: 817.563 Fraudulent sale of controlled substances, if the offense was a felony

- Chapter: 825 Relating to adult abuse, neglect, or (previously 415.111 exploitation of aged persons or disabled persons)
- Sections 826-04 Incest
- 827.03 Aggravated child abuse
- 827.04 Child abuse
- 827.05 Negligent treatment of children
- 827.071 Sexual performance by a child

- Chapters: 847 Obscene literature
- 893 Drug abuse prevention and control only if the offense was a felony or if any other person involved in the offense was a minor

 (Signature) (Date)

 (Witness)

51. **PHOTOGRAPHY (PERMISSION FROM PARENTS)**
Omni Form 1941 Release and Consent for Student Information Publication
<http://www.palmbeach.k12.fl.us/records/formsearch.asp>
53. **POLICIES** <http://www.palmbeach.k12.fl.us/policies/>
- **POLICY DEVELOPMENT PROCESS**
<http://www.palmbeach.k12.fl.us/legal/staff/policyprocess>
 - **POLICY CONCEPT ROUTING SHEET**
<http://www.palmbeach.k12.fl.us/legal/staff/policyconceptroutingsheet>
58. **PUBLIC INFORMATION**
<http://www.palmbeach.k12.fl.us/publications/Board%20Mtgs-Workshops.htm>
Policy 2.04 – <http://www.palmbeach.k12.fl.us/policies>
59. **PUBLIC RECORDS**
Policy 2.041 - <http://www.palmbeach.k12.fl.us/records/records.htm>
61. **RECORDS RETENTION/DISPOSAL**
Schedule – http://www.palmbeach.k12.fl.us/records/rec_retn.htm
65. **SOLICITATIONS: TO SCHOOLS, DEPARTMENTS**
Policy 2.15 (solicitation) and 2.16 (fundraising)
<http://www.palmbeach.k12.fl.us/policies>
75. **TRANSLATION**
Documentation Translation Request (PBSD 1509)
<http://www.palmbeach.k12.fl.us/records>