



9.00 SCHOOL-COMMUNITY RELATIONS AND INTERLOCAL AGREEMENTS

9.1 Advertising in Schools

9.2 Communication with Public

9.3 Distribution of Literature and Materials to Students

9.4 District Annual Report

9.5 Parent Organizations and School Support Groups

9.6 Research Projects

9.7 School Public Accountability Report

9.8 Use of Facilities

CHAPTER 9.00 – SCHOOL-COMMUNITY RELATIONS AND INTERLOCAL AGREEMENTS

9.1 ADVERTISING IN SCHOOLS

POLICY

The Board authorizes the Superintendent to develop procedures governing the use of advertising in District schools and facilities. School facilities and vehicles, including buses, shall not be used for advertising or otherwise promoting the interests of any commercial, political, or other non-school agency, individual or organization, except as specifically approved pursuant to these procedures.

PROCEDURES

(1) Permitted Advertising:

- (a) School officials, with the Superintendent's approval, may cooperate with any governmental agency in promoting activities in the general public's interest or may cooperate in furthering the work of any non-profit, community-wide social service agency. Such cooperation shall not restrict or interfere with the educational program of the school and shall be non-partisan and non-controversial.
- (b) Corporate/school partnership advertisements are permitted at school facilities if they enhance the educational program by providing additional resources, subject to the Superintendent's approval. Commercial advertising intended solely for the advertiser's profit shall not be allowed on any school property.
- (c) A school may use educational materials which contain advertising, but only after the materials have been carefully evaluated by the school principal for classroom use.
- (d) Demonstrations of educational materials and equipment shall be permitted with the principal's approval.
- (e) Schools are permitted to incorporate advertisements from community businesses in their school publications, and to sell other advertising space to appropriate vendors in support of the school, subject to principal approval.

(2) Restrictions on Advertising:

- (a) Materials, such as pamphlets, cards, printed publications and recordings submitted by outside agencies, shall not be distributed to pupils, teachers or homes unless such distribution has been authorized by the Superintendent.
- (b) Educational materials bearing mention of the sponsoring agency shall be used or distributed by schools only when approved by the principal and

CHAPTER 9.00 – SCHOOL-COMMUNITY RELATIONS AND INTERLOCAL AGREEMENTS

9.1 ADVERTISING IN SCHOOLS

PROCEDURES (continued)

when such materials support the instructional goals and mission of the school system.

- (c) Incentives offered by businesses shall be free from any conditions of purchase to be satisfied by recipients.
- (d) The school system's participation with the private sector does not constitute commercial endorsement in regard to any goods or services.

STATUTORY AUTHORITY:

Florida Statute: 120.54

LAWS IMPLEMENTED:

Florida Statutes: 1001.42, 1001.51

HISTORY:

Adopted: March 14, 2005
Reformatted without change in text: October 31, 2008
Revision Date(s):
Formerly: New

9.2 COMMUNICATIONS WITH PUBLIC

POLICY

The School Board shall keep the citizens adequately informed using appropriate channels of communication. The Board shall carry out this policy through the office of the Superintendent who shall develop procedures to seek the advice and opinion of the community.

The Board recognizes its responsibility to provide timely, open and honest information about the District's goals, programs, progress and challenges. It also recognizes the need to solicit input from stakeholders as part of the ongoing decision-making process.

All district employees shall cooperate in keeping the public informed of all newsworthy events which would be of interest or concern to the district's citizens and which would promote the welfare of the school system.

Any news release relating to the District as a whole shall be approved by the Superintendent acting through the Community Relations Office.

The principal shall be the official spokesperson for the school. Any news release from a particular school shall be approved by the principal.

PROCEDURES

The School Board recognizes that effective communication plays a vital role in student achievement and the efficient operation of the district. Two-way communication creates a climate of mutual understanding and cooperation among all stakeholders, including staff, students, parents, business people and citizens. This cooperation creates a better learning environment and additional support for students.

(1) The Superintendent shall develop procedures to insure:

- (a) That an annual strategic communications plan aligned with district goals shall be developed as part of the Strategic Plan for the Office of Community and Press Relations which shall be incorporated as part of the District Strategic Plan.
- (b) That a pro-active, continuing program of employee and community relations shall be maintained.
- (c) That the Office of Community and Press Relations will plan, coordinate and implement the District's annual strategic plan for communications; will serve as chief liaison to the media and will approve all district press

9.2 COMMUNICATIONS WITH PUBLIC

PROCEDURES (continued)

releases; will assess the public's knowledge and attitude toward schools and the district. In addition, the Office of Community and Press Relations will produce publications, provide direction to help staff become better communicators, and will manage a pro-active communication program.

- (d) That principals will serve as chief spokesperson for their school and approve any press releases coming from the school.
- (e) That all employees will represent the District as well as their schools and become ambassadors and liaisons to the community for the purpose of constructively exchanging information.
- (f) That all brochures to be produced and disseminated by a school must be approved by the Superintendent.

(2) Approval of News Release:

Any news release relating to the District shall be approved by the Superintendent, and any news release by a particular school shall be approved by the principal.

(3) District Spokesperson:

The Office of Community and Press Relations shall provide information to the media and community on all District issues as the Superintendent's designee.

(4) School Spokesperson:

The principal shall be the official spokesperson of each school, and shall make a reasonable effort to represent the interests of all school related parent and community organizations in his/her communications to the public.

STATUTORY AUTHORITY:

Florida Statute: 120.54

LAWS IMPLEMENTED:

Florida Statutes: 1001.42, 1001.51

HISTORY:

Adopted: March 14, 2005
Reformatted without change in text: October 31, 2008
Revision Date(s):
Formerly: New

9.3 DISTRIBUTION OF LITERATURE AND MATERIALS TO STUDENTS

POLICY

The Board authorizes the Superintendent to develop procedures for the review of requests from outside individuals, organizations or agencies for the distribution of literature and materials to students, or for the opportunity to address students during regular school hours. Literature or materials which originate from these and any other out-of-school sources shall not be distributed to students unless they have been approved pursuant to these procedures. Outside speakers may only be approved pursuant to these procedures.

PROCEDURES

(1) Approval of Superintendent:

No literature or material from outside individuals, organizations, agencies or speakers may be distributed to students without prior approval of the Superintendent.

The Superintendent designates the appropriate Directors of Elementary, Secondary, or Vocational/Adult Education to review requests from outside sources for distribution of materials to students. The director will notify schools in writing regarding the appropriateness of material and the method of distribution to be used. All approved materials will be distributed only at the principal's discretion.

The Manatee County Schools Foundation, as a direct support organization, will distribute all materials through the Community Relations Office.

Nonprofit and governmental agencies must obtain approval from the appropriate Director prior to distribution of materials to students.

No materials of a commercial nature will be approved except as determined by the Superintendent to be consistent with agreements with corporate/ business partnerships.

When materials are approved for distribution, it is expected that the requesting party will oversee delivery of the materials directly to the schools. Under no circumstances should materials of a commercial or political nature be distributed to schools through the district mail courier system.

CHAPTER 9.00 – SCHOOL-COMMUNITY RELATIONS AND INTERLOCAL AGREEMENTS

9.3 DISTRIBUTION OF LITERATURE AND MATERIALS TO STUDENTS

PROCEDURES (continued)

STATUTORY AUTHORITY: Florida Statute: 120.54

LAWS IMPLEMENTED: Florida Statutes: 1001.42, 1001.51

HISTORY: Adopted: March 14, 2005
Reformatted without change in text: October 31, 2008
Revision Date(s):
Formerly: New

Reference: Board Policy: Advertising in Schools

9.4 DISTRICT ANNUAL REPORT

POLICY

The Superintendent shall publish an annual report to the Board describing the District's progress during the fiscal year toward the accomplishment of the goals of the District Strategic Plan. A copy of this report will be provided to each School Advisory Council and district-wide education committee, and shall be made available to the general public upon request.

An interim report of each department's progress toward stated goals will be presented to the Board six months after publication of the Annual Report.

PROCEDURES

The Superintendent designates the Office of District Planning, Policy & Program Evaluation to prepare an annual report reflecting the District's progress toward the accomplishment of the goals of the District Strategic Plan. The Annual Report shall include:

1. A summary of evaluation results of each major program,
2. Recommendations for program improvement, and
3. Future resource needs.

Within six months of publication of the annual report, the Office of District Planning, Policy & Program Evaluation shall report to the Board and Superintendent the interim status of each department's progress toward its stated goals, and the implementation of needed strategies as reflected in the program evaluation for that department.

STATUTORY AUTHORITY: Florida Statute: 120.54

LAWS IMPLEMENTED: Florida Statutes: 1001.42, 1001.51, 1001.11, 1001.11, 1008.385, 1008.22, 1008.34, 1001.11(5)

HISTORY: Adopted: March 14, 2005
Reformatted without change in text: October 31, 2008
Revision Date(s):
Formerly: New

References: Manatee County School Board Strategic Plan
Department Strategic Plans

CHAPTER 9.00 – SCHOOL-COMMUNITY RELATIONS AND INTERLOCAL AGREEMENTS

9.5 PARENT ORGANIZATIONS AND SCHOOL SUPPORT GROUPS

POLICY

The School Board encourages parent, community and school organizations which are formed for the purpose of providing support at the school level.

The school principal shall work cooperatively to form and assist organizations designed for the support of the school program.

When appropriate, school support organizations shall be required to maintain accurate financial and activity records pursuant to School Board policies.

PROCEDURES

School support organizations shall be subject to the provisions of school board policy, particularly as it relates to use of school facilities and maintenance of accurate financial and activity records.

The principal shall take necessary steps to insure that school support organizations comply with all governing statutes and school board policies.

Unauthorized employees cannot grant permission to organized groups to represent the school. This representation must be approved by the principal.

STATUTORY AUTHORITY: Florida Statute: 120.54

LAWS IMPLEMENTED: Florida Statutes: 1001.42, 1001.51

HISTORY: Adopted: March 14, 2005
Reformatted without change in text: October 31, 2008
Revision Date(s):
Formerly: New

Reference: School Board Policy: Internal Accounts
School Advisory Councils
Authorized Organized Groups

9.6 RESEARCH PROJECTS

POLICY

The School Board authorizes the Superintendent to develop procedures for the review of requests from external agencies or individuals to conduct research, surveys, studies, test standardizing or experimental programs in any school or department of the District.

PROCEDURES

- (1) Requests from individual employees to conduct research shall be subject to the approval of the principal or administrator of the affected site.
- (2) All requests by external agencies or individuals to conduct research, surveys, studies, test standardizing or experimental programs in any school or department shall be submitted in writing to the Office of School Improvement. Each proposal shall be reviewed by the Office of School Improvement and Accountability for recommendation to District Educational Leadership Team Assembly (DELTA).
 - (a) This policy shall apply to universities, educational agencies and any other organization or individual regardless of the nature of the study.
 - (b) Each proposal will be reviewed based on the amount of student and teacher time involved, the impact on the curriculum and the value to the school system. The Office of School Improvement and Accountability shall notify the sponsor in writing of the result of this review. Following approval, the sponsor must obtain permission of the principal(s) of the school(s) where the research will be conducted.

(3) Research Projects Proposals

- (a) All individuals or organizations seeking to conduct a research project in the Manatee County School District must submit in writing a proposal that outlines the following:
 1. purpose for the research;
 2. estimated amount of instructional time required;
 3. educational importance of the study.
- (b) Based upon review by the Office of School Improvement and Accountability and DELTA, the research proposal shall be approved or denied.

9.6 RESEARCH PROJECTS

PROCEDURES (continued)

(4) Approval Letter to Researcher

The Office of School Improvement and Accountability shall issue a letter to the researcher indicating the result of the review. If the research project is approved, the letter shall state that the approval is subject to the consent of the principals of the affected schools, that the confidentiality of respondents shall be maintained and that participation shall be voluntary. The letter shall also indicate that the District reserves the right to duplicate and distribute the final research report to appropriate departments within the District.

If the research proposal is approved, the sponsor shall provide a copy of the completed study to the Office of School Improvement and Accountability.

STATUTORY AUTHORITY:

Florida Statute: 120.54

LAWS IMPLEMENTED:

Florida Statutes: 1001.42, 1001.51

HISTORY:

Adopted: March 14, 2005

Reformatted without change in text: October 31, 2008

Revision Date(s): December 14, 2009

Formerly: New

9.7 SCHOOL PUBLIC ACCOUNTABILITY REPORT

POLICY

Each school shall develop and distribute yearly the school's annual School Public Accountability Report. Reports must be distributed to all parents, guardians and adult students and must be made available to the general community upon request.

Reports shall follow a uniform district-wide format that is easy to read and understand. Each report shall include the elements required by Florida statutes. The report format may be designed to include other information as approved by the Superintendent.

Schools may include other information in the report about the school's progress and other related school information determined by the School Advisory Council.

PROCEDURES

(1) Summary Sheet:

- (a) Annually, each school shall send a summary sheet to parents containing the indicators deemed appropriate for that school.
- (b) These indicators, as required by the Florida Department of Education, shall include demographic information on students and staff as well as achievement results and attendance information. The Department of Education may vary the indicators annually.
- (c) The summary sheet shall contain state-required indicators and other indicators called "add-ons" which are not available through state or district records but are contained at the school site.
- (d) Data for state or district indicators shall be provided to the school.
- (d) Data for indicators which are available only at the school site shall be recorded by the school.
- (e) This summary report shall be made available in Spanish.

(2) Availability of Report:

- (a) A copy of the full report shall be made available at each site for parents to review.
- (b) This information shall be used annually by the School Advisory Council in conducting its Needs Assessment Survey.

CHAPTER 9.00 – SCHOOL-COMMUNITY RELATIONS AND INTERLOCAL AGREEMENTS

9.7 SCHOOL PUBLIC ACCOUNTABILITY REPORT

PROCEDURES (continued)

STATUTORY AUTHORITY:

Florida Statute: 120.54

LAWS IMPLEMENTED:

Florida Statutes: 1001.42, 1001.51, 1008.22, 1008.34, 101.11(5)

HISTORY:

Adopted: March 14, 2005
Reformatted without change in text: October 31, 2008
Revision Date(s):
Formerly: New

Reference: School Board Policy: School Improvement and Educational Accountability
School Advisory Councils

9.8 USE OF FACILITIES

POLICY

The School Board may permit the use of educational facilities and grounds for any legal assembly, but only to the extent that such use does not interfere with the primary purpose of serving the instructional needs of students.

School facilities may be used for non-school related functions only with the consent and approval of the site administrator of the facility and the Superintendent. The Superintendent shall develop procedures necessary to protect educational facilities and grounds when used for such purposes.

PROCEDURES

- (1) The School Board is committed to using district facilities primarily for the education of students, and every reasonable effort will be made to insure that priority and to preserve and maintain all District facilities for that purpose. However, to the extent that community use of facilities does not interfere in any way with the educational process, these procedures are designed to allow shared district facility usage which reflects community interests.
 - (a) Approval of facility use requests will be limited to those organizations and activities that reflect purposes which are consistent with the social mores and culture of the community overall while complying with the access rights of the public. These uses may not infringe on the District commitment to support wholesome educational experiences which are in the best interest of the child and the community.
 - (b) Permission from Site Administrator:
All groups seeking to use school facilities must obtain the permission of the principal or administrator responsible for the site used. Requests for use of school facilities are subject to the provisions listed below, and must be submitted to the principal in writing on the approved facilities use form. The responsible administrator shall designate an employee to be present during the use of facilities. If permission is granted for the use of any school equipment or technology, the services of the appropriate employee will be required, and payment for same will be included.
 - (c) Fee waivers:
Requests for waiver of any fees related to lease of facilities may be granted only through permission from the Superintendent. All fee waiver requests must be submitted to the appropriate school manager prior to submission of the approved application.
 - (d) Insurance Coverage Required:
No insurance is required by parent/school organizations, including School Advisory Councils and other school booster and support groups, for

9.8 USE OF FACILITIES

PROCEDURES (continued)

purposes of holding group meetings. For any other activity of these groups, or for any activity of any other non-school related group, an insurance fee will be required based on approved coverage guidelines. Special event insurance will be made available by the School Board, and will vary depending on the nature of the event risk assessment. Any waiver of this provision must be secured directly in writing from the Risk Management Department.

(2) Facilities Use Restrictions:

(a) Gambling Prohibited:

No group may use school facilities to conduct or permit to be conducted on School Board premises any game of chance, such as cake walks, bingo, raffles, etc. No games of chance shall be conducted for school connected activities.

(b) Use of Food Service Facilities:

The cafeteria manager or some member of the cafeteria staff must be present at any time the kitchen is used to prepare or serve food, and all guidelines governing the use of cafeteria facilities must be adhered to strictly at all times, as outlined in the School Board Facility Use Handbook. If any outside caterer is used, proof of caterer liability insurance must be provided.

(c) Provisions Governing Lease of School District Facilities:

The following summary is intended as a general overview of facility use guidelines. All individuals or organizations seeking to use the facilities for non-school related activities must adhere to all provisions outlined in the Manatee County School Board (MCSB) Facilities Use Handbook.

1. No individual or organization may lease any facility for more than twelve continuous months.
2. The Principal or site administrator shall be the point of contact and shall recommend approval or denial of any application to use the facility.
3. All school facilities shall be leased for the prescribed fee. No fee waivers will be permitted unless recommended by the site administrator and approved by the Superintendent in writing in advance.
4. Any Facility Use Agreement shall outline the necessary steps that must be taken to safeguard the district facility, to include provisions for lessees to absorb the costs of any damage to the facility. All facilities must be left in good order, with the lessee bearing costs of any damage.

CHAPTER 9.00 – SCHOOL-COMMUNITY RELATIONS AND INTERLOCAL AGREEMENTS

9.8 USE OF FACILITIES

PROCEDURES (continued)

(3) General Provisions:

- (a) The Superintendent shall annually review and recommend any modification needed in the space utilization fee schedule.
- (b) Forms, supplemental procedures and requirements are contained in the MCSB Facility Use Handbook.
- (c) A percentage of all income from space utilization fees will be returned to the school.

STATUTORY AUTHORITY:

Florida Statute: 120.54

LAWS IMPLEMENTED:

Florida Statute: 1001.44(43), 1013.10

HISTORY:

Adopted: March 14, 2005
Reformatted without change in text: October 31, 2008
Revision Date(s):
Formerly: 900-900.05

Reference: Guidelines for Use of District Facilities