

Dissemination of Information

The purpose of this procedure is to guide administrators on dissemination of information to students in schools by nonprofit community organizations.

Administrators should hold student instructional time as off limits to promotional activities by outside organizations and strive to protect students and staff from intrusions by announcements, posters, bulletins and communications of any kind from individuals and organizations not directly connected with the schools. However, in the spirit of cooperation with nonprofit community organizations, administrators may allow communications under the following guidelines.

Guidelines for Communication by Community Organizations

Springfield Public Schools may allow nonprofit, youth-oriented community organizations to distribute materials subject to the approval of district administration and school principals.

1. Notices/Flyers

Notices/flyers may be submitted for consideration for distribution to schools by community-based, nonprofit organizations.

Flyers must provide information that will enhance instruction or provide extracurricular learning opportunities for students and staff (e.g., art, foreign language, music, sports opportunities for students or classes for staff). Nonprofit agencies offering services to students/families may receive approval to distribute information about activities or events consistent with delivering those services. No commercial advertising is allowed.

Springfield Public Schools will not distribute information or advertisements from profit-making organizations or businesses without administrative approval. Nonprofit organizations may be requested to furnish evidence of nonprofit status.

2. Criteria

- a. Notices/flyers must be submitted to the Communications Department in advance for approval. Once approved, the notices/flyers may be distributed via the district's courier system. Organizations are always welcome to use U.S. Mail at their own expense.
- b. If a flyer/poster is approved, copies must be sent or brought to the district office bundled and labeled with the school's name. The material will be delivered via the district's courier and be made available in a central location designated by the school principal. Flyers will not be sent home with students. It is up to the outside group to provide all copies of the material - Springfield Public Schools will not make copies or print the material.

- c. Notices/flyers may not be counter to any district policy or procedure. In addition, the district will not approve flyers that, in the sole judgement of district administrators, contain any of the following:
 - (1) Religious, political, sexist or racist language or information that is discriminatory as determined by district policy;
 - (2) Commercial advertising unless directly associated with a district program.
 - d. Notices/flyers must contain name, place, date and time of event and must contain the name and phone number of the sponsoring organization.
 - e. Grammar, punctuation and visual presentation must be acceptable.
3. Designated areas. Designated areas may be made available at a school to serve as a central dissemination point for brochures, registration materials, etc. Upon receiving prior approval from the building principal, posters provided by nonprofit community organizations for promotion of these groups may be posted in/on areas designated by the school. Church release groups will also be given access to space at a designated area. The school will not distribute handouts recruiting students for church release.
4. School registration day. Parent-teacher associations and organizations are encouraged to maintain an information table during registration, which will display out-of-school activities for young people. Requests for an information table should be made to the building principal for approval of time, date and location.
5. School newsletters. Newsletter announcements may be made on a space available basis. At a minimum of once each semester, a notice giving the name of the contact person for the agency may be submitted for inclusion in the school newsletter. Determination of space availability and all editing rights are reserved by district personnel. Schools are allowed to announce the availability of a church release program and where students or parents may find the information to enroll in a church release program at their home school.
6. Information sharing and recruitment. During periods of noninstructional time (e.g., lunch, recess, parent night, open house, before and after school), principals may, at their discretion and in consideration of other school activities, particularly instructional activities, do as follows:
 - a. Permit the distribution of materials provided by nonprofit community organizations (e.g., youth sports leagues, YMCA, Boy/Girl Scouts, Camp Fire, Cub Scouts, etc.), to students and parents who are interested in receiving materials. Representatives of nonprofit groups may wear their uniforms during these times.
 - b. Provide representatives with a table in the lunchroom (or nearby if space is not available).
 - c. Allow representatives to distribute information as students walk past the table and discuss the program with students if the students ask questions.
7. Presentations. Presentations are not allowed during the school day. At other events (e.g., Open House, Parent Night, Curriculum Night, PTA) principals may, at their discretion and in consideration of other school activities and consideration of the mission of the school, permit volunteers from such nonprofit community organizations to make brief informational presentations (approximately 5-10

minutes) regarding their organizations to students and parents who desire to learn more about such groups.

8. Presentations by Outside Groups as Part of a Planned Educational Program During Instructional Time

Guidelines will be interpreted using the criteria listed below. Prior approval must be obtained from the school principal. Nonprofit community organizations may appeal to the directors of education where inconsistencies in the management of this procedure exist or where they believe that the school decision is inappropriate. Presentations should be:

- a. In keeping with the spirit of the guidelines described herein;
- b. Directly related to the class objectives and course goals, but not for purposes of recruiting or advertising;
- c. Appropriate for the age, maturity, and interest of the student;
- d. An enrichment to the curriculum;
- e. Timely, related to the educational schedule of activities, and considerate of ease of accommodation; and
- f. Considered for scheduling during noninstructional time.