

Santa Rosa County Schools

Distribution of Literature

Question and Answer

The purpose of this Q and A is to provide details regarding the types of literature appropriate for distribution in the schools and school support facilities within Santa Rosa County.

1. How is this literature distribution policy different from previous literature distribution practices?
 - a) Literature distribution has been significantly limited under the new policy. Qualifying literature must align with the criteria listed on the Literature Request Form.
 - b) Distribution is limited to materials that directly benefit students (specific to educational purposes).
 - c) Business Partnerships require submission for school board approval.
 - d) Distribution to employees only must be to provide a direct employee benefit/reward.
 - e) Literature distributions are approved by the superintendent (if district wide) or by the principal (if school specific). These should be completed and signed prior to any disbursement.
 - f) At the end of each month, copies of the approved distributions should be sent to the grade level director.

2. What types of literature are appropriate for distribution to **students**?
 - a) Only literature that meets the guidelines set out in the distribution policy. Examples of appropriate literature approvals include:
 - School function related literature
 - Literature from a governmental institution (as approved and appropriate)
 - Literature from booster or support groups that are partners with the district or schools
 - Materials involving school events or presentations related to approved curriculum.

3. What types of literature are appropriate for distribution to **employees**?
 - a) Only literature that meets the guidelines set out in the distribution policy. Examples of appropriate literature approvals include:
 - Flyers placed in staff lounges or posted on staff bulletin boards (per Principal approval).
 - Flyers placed in boxes to advertise for a special event a community member or business is offering to employees (per Principal approval).
 - Flyers advertising district approved information regarding benefits or services offered to employees (per Superintendent approval).

4. What types of literature may have been previously appropriate for **student** distribution but are now limited or excluded under the new policy?
- a) Advertisements for local businesses
 - b) Coupons for various businesses
 - c) Flyers from sports organizations or leagues
 - d) Community leagues or community youth events/programs
 - e) Flyers advertising community activities (not school sponsored)
 - f) Boy Scout/Girl Scout Flyers
 - g) Flyers from agencies or community groups offering a service to students/families
 - h) Summer programs not school affiliated

Refer to Announcements Question 8 for possible qualification of some of these flyers for the Community Wall posting.

5. What types of literature may have been previously appropriate for **employee** distribution but are now limited or excluded under the new policy?
- a) Items placed in boxes that are not specific to a principal approved activity.
 - b) Items placed in boxes that do not offer a direct benefit to employees or serve an employee wide benefit.
6. Who qualifies under “government institution”?
- a) Educational Organizations (PSC, UF, UWF, etc.)
 - b) County Commissions
 - c) City Entities
 - d) County Entities
 - e) Military Bases and squadrons
7. Who meets the definition of a booster or support group?
- a) Santa Rosa Education Foundation
 - b) School affiliated groups like PTO, PTA, PTSA, Band Boosters, Sports Booster groups, School Clubs, SGA, etc.
8. What will be done with literature involving announcements of community events?
- a) These items will be submitted to the appropriate grade level director for possible approval to post on the District Community Web Site (a link on the school board page). The grade level director will forward to the PDC for posting if approved.
 - b) Items should be sent electronically when possible.

- c) Items that qualify under this section would need to have educational merit and be submitted by a group or organization. Examples may include tutoring companies, local clubs serving students for civic purposes, local community youth sports activities, etc.

9. What constitutes a “School Function”?

- a) A school function is an event operated or facilitated by a school board employee operating in his/her official capacity for an official school function.
- b) Please specify the activity is a school function when creating flyers for distribution.
- c) Examples include banquets, camps, evening special events
- d) All school functions should be approved by the principal

10. What does it mean to “formally partner with a school”?

- a) A business would be considered a partner after completing a “Partners in Education” application with the school or district. Decisions regarding the nature of the partnership would be finalized through this process.
- b) This agreement would be signed by the partner and the school principal.
- c) The application would be submitted for school board approval prior to being finalized.

11. Explain who would qualify under “use of school athletic facilities for commercial advertising to support school programs”?

- a) Businesses that have specifically paid for advertisement and the funds are used to directly benefit a school or school related booster or support group.

12. Can a principal override the criteria listed on the Distribution of Literature Request Form in order to distribute certain materials that may not meet criteria?

- a) No. Questions regarding the nature or qualification of a distribution can be discussed with the grade level director as needed.

13. What do I do if the literature does not have the disclaimer on it?

- a) Any approved literature for distribution that is not related to a specific school sponsored function must include the disclaimer at the top. If this is not present, then request that it be added prior to authorization for distribution.

14. What should I do if someone comes to the school and would like to send something out that is of district interest and may meet the district guidelines for partnership or distribution?

- a) Please call the Director of Elementary Education (Partners In Education coordinator) with questions and to seek guidance.

15. When do I need to have a Partners In Education request submitted in order to meet the time line for school board approval?

- a) Applications should be sent to the Elementary Director/Volunteer Coordinator as soon as they are received. Applications received two weeks prior to the next scheduled school board meeting will be submitted to the board. Applications submitted later than two weeks will be submitted at the next scheduled board meeting.

16. Who do I submit requests to?

- a) The Elementary Director/Volunteer Coordinator. The Partners In Education applications will be processed just as the volunteer applications are processed. Approvals for special events should be done through the appropriate grade level director if the partnership has not been school board approved.

17. What is the process for Partner Renewal?

- a) Partnerships should be reviewed for renewal prior to September 1st of each year. Renewals should be listed on the Renewal form and submitted to the Volunteer Coordinator by August 1st.
- b) Partner renewals do not require school board approval but a list of school and district partners will be provided to the School Board for review.
- c) All forms can be found on the district web site under Volunteers/Partners in Education.

18. What should be done with literature distribution forms once they have been completed and approved by the principal?

- a) Please submit copies of the literature distribution forms (along with the approved literature) to the Elementary Director/Volunteer Coordinator. These may be sent as they are approved or collected and submitted monthly. This will allow us to review and establish consistency with new guidelines.