910. COMMUNITY RELATIONS/ 
DISSEMINATION OF PRINTED MATERIALS

1. Purpose
The Board of Education feels it imperative that communication be maintained in both directions between the public schools of the district and local organizations such as the district’s school support groups, non-profit volunteer groups which serve youth and the local governmental units within the school district boundaries.

2. Authority
SC 510
Pol. 115, 118
The Board has authority over the pupils in its care, but shares that authority to a limited extent through the cooperative training programs that take certain pupils into the community during part of their educational career. To make those experiences meaningful, the Board feels cooperation with the community is important.

3. Delegation of Responsibility
Pol. 913.1
The administration shall maintain impartiality among all constituents of the community who promote worthy causes and activities for youth who reside in the district. Schools shall not be used for direct sales promotion of goods or services. Pupils shall not be assigned to outside tasks which do not benefit the pupil primarily.

The electronic dissemination of advertisements, notices and printed promotional materials generated by others to members of the student body shall be administered by the district administrator who shall be the Superintendent or the Superintendent designee. The decision of the district administrator shall be final regarding whether the items may be distributed provided electronically or posted on school property.

4. Guidelines
The practice of distributing or electronic disseminating pamphlets, flyers, brochures and other similar materials shall be periodically reviewed to ensure that the volume of requests has not become an interruption to the educational process, and/or does not distract student and parental attention from printed communications from the district, principal or teachers. The Superintendent or the Superintendent designee will establish published guidelines for all distribution or electronic dissemination of materials by others to the student body or school community using district school district resources. Care shall be taken to ensure that the pupils are not exploited for the benefit of any individual, group of individuals, special interest or cause.
The following illustrates those printed materials whose electronic dissemination or advertisement through the student body is prohibited:

1. Printed materials which promote fundraising activities of any individual or group other than school support groups. School support groups include the following: Elementary, Intermediate and Middle School Parent Teacher Associations, Home and School Association and Leagues, Music Association, Booster Club, school-sponsored interscholastic programs and other school or district-sponsored activities.

2. Printed materials that are direct sale promotion of goods and services by anyone other than school support groups.

3. Notices and/or publications relating to School Board candidates and/or other election candidates.

4. Political or politically related notices or publications.

5. Materials that in any way violate the policies of the School Board.

6. Defamatory material and other material that is inappropriate based on the age, grade level and/or maturity of the reading audience; material that is poorly written, inadequately researched, biased or prejudiced; material that contains information that is not factual; material that is not free of racial, ethnic, religious or sexual bias; or material that contains advertising that violates public school laws, rules or policies, or other public laws or regulations.

Other Advertising

1. Items or notices not specifically covered by any of the designations above shall be evaluated by the district administrator or his/her designee. The Superintendent’s decision shall be final.

2. Posters may be displayed in the buildings with the approval of the building principal.

3. Such posters shall be directly related to activities, events, and/or information that relate to the general cultural, educational and/or physical welfare of the pupils and their parents/guardians. Posters displayed shall in no way violate the policies of the Spring-Ford Area School District.
References:

School Code – 24 P.S. Sec. 510

Board Policy – 103, 115, 118, 321, 421, 913.1