District Communications Procedures Manual
The School Board of Palm Beach County, Florida
Chuck Shaw, Chair
Frank Barbieri, Jr., Esq., Vice-Chair
Marcia Andrews
Karen M. Brill
Jennifer Prior Brown, Esq.
Mike Murgio
Debra Robinson, M.D.

E. Wayne Gent
Superintendent of Schools

Cheryl Alligood
Chief Academic Officer

Michael J. Burke
Chief Operating Officer

Natalia Powers
Acting Chief Strategic Communications Officer
Welcome.

A Message from Superintendent E. Wayne Gent

The School District of Palm Beach County has a new communications plan that will strategically guide us going forward.

How we come together to tell our stories is important, as we are going to celebrate our successes.

I consider you our best ambassadors for we have an important story to tell and if you follow the guidance in this manual, you will make best use of our most valuable asset: our reputation.

When you choose an image, a word, or a graphic design, how we tell our stories to describe the School District of Palm Beach County makes a difference.

When you follow the recommendations in this guide, you help us create positive perceptions that our stakeholders will value and you help us communicate our School District’s excellence at every level.

Thank you.

E. Wayne Gent

E. Wayne Gent
Superintendent

How We Tell Our Stories…

A-Rated.
More Scholarship Money.
Career Academies that work.
Partnered with Parents,
Business and Community

The School District of Palm Beach County, Florida
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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 SDPBC. This information should be made available to (and shared with) all school-based 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 as a PDF file on the Community website at http://www.palmbeachschools.org/Community/ or the Employees website at http://www.palmbeachschools.org/employees/. For security reasons, changes cannot be made to the manual online. Questions and comments should be directed to the Chief Strategic Communications Officer or Executive Secretary, Office of Communications.

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 FL Statutes. For complete information on exempt information, contact Public Records Coordinator, Willie Williams, at 357-7661 or Legal at 434-8750 and refer to Policy 2.041 Public Records and the FL 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 updates 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 Office of Communications when changes are made that require updates.
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 in 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 or project on that document or page. Example: ESE staff members attended the meeting. For lengthy documents or documents that direct the reader to a particular page, consider repeating the definition of the acronym periodically throughout the document.

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 SDPBC 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. Also, please notify the Public Affairs Department 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 Community Web page, www.palmbeachschoools.org\Community under Education Resources.

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 SDPBC marketing.
Standard
Should include:
- correct spelling/grammar
- SDPBC logo
- Superintendent and School Board Members’ Names
- non-discrimination phrase
- contact phone/fax numbers
- SDPBC website address
- compliance with all School Board (SB) Policies, including Policy 2.13 Advertising in Schools or on School Property, 7.151 Business Partnership Recognition – Fence Screens, 2.122 Religious Freedom, 2.131 Student Distribution/Posting of Literature and Materials, 5.50 Student Records, and 5.70 Student Publications
- other optional, appropriate, and relevant information

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

BANNERS, DISTRICT WEB

Definition
A web-based communication, posted at the top of the district's main web page: www.palmbeachschools.org to be used to inform all employees, parents, students and the community.

Standard
The rotating banners at the top of the district website are to be used to inform all employees, parents, students and the community about district wide events and initiatives. The banners are also to be used to recognize outstanding students and employees that have achieved prominence on the national or international stage. A select number of Public Affairs and IT staff can activate the banners.

Process
The Chief Strategic Communications Officer and select Public Affairs staff members will work collaboratively with IT to design and place the banners on the district website. Requester should complete and submit eForm PBSD 0117, IT Request For Services (RFS).
BANNER, DISTRICT EMERGENCY ALERT WEB

Definition
A web-based communication posted at the top of the district’s main web page: www.palmbeachschools.org to be used during emergency situations to alert all employees, parents, students and the community.

Standard
The emergency alert banner feature is only to be used for severe weather and other emergencies that affect the opening and closing of schools, or imminent changes to district and/or school operations. It is used when a large numbers of students and/or a large number of employees are affected. A select number of public affairs staff can activate the banner.

Process
The Chief Strategic Communications Officer and select Public Affairs staff members will work collaboratively with IT to place Superintendent and Leadership approved emergency information on the web when needed during emergency/crisis situations.

BOARD, DISTRICT MEETING CALENDARS

Definition
Calendar providing monthly School Board and District meeting information and is located on the Community web page, http://www.palmbeachschools.org/Community.

Standard
The School Board and District Meeting calendar provides all stakeholders with the date, time, location, contact information and agenda, if applicable, of meetings that are open to the public and other important district meetings.

Process
Meeting information may be emailed to the Public Affairs webmaster at pat.evans@palmbeachschools.org. The Board, District Meeting calendar may be found on the Community web page, http://www.palmbeachschools.org/Community.

NOTE: Adding a meeting to this calendar does not meet the Sunshine Law requirement stating that the public must be notified within a certain timeframe through an advertisement when a legal meeting is scheduled.

BOARD MEETINGS/WORKSHOPS

Definition
Regular School 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. School Board Reports are brought forward and
recommended by the Superintendent. FL Statutes and School Board Rules, Policy 1.03 School Board Meetings and 1.031 Special Rules of Order govern School Board operating procedures. Special meetings are held on the first Wednesday of every month and on any other Wednesday if there are emergency items that require voting.

Workshops 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, School Board Members do not vote at a workshop. Agenda items are put on the agenda by the Superintendent. FL Statutes and School Board Rules (Policy 1.03 School Board Meetings and 1.031 Special Rules of Order, govern operating procedures.

Standard
School Board Meetings, Special Meetings and 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.

Schedules are published on the Public Affairs Community website: www.palmbeachschools.org/community. School Board Meetings, Special Meetings and Workshop Agendas are public records. Regular meeting agendas are published approximately two weeks prior to School Board Meetings and Special Meeting and Workshop Agendas generally one week prior to Meetings.

School Board, Special Meetings and Workshop Agendas are maintained in electronic format on the Public Affairs Community website www.palmbeachschools.org/community and are available for viewing/printing online or in the Office of Communications, along with other public records.

Process
Pursuant to Policy 1.03 (3) School Board Meetings, School 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 School Board Minutes Office coordinates advertising.

BOARD MEMBER PROTOCOL (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 School Board operate the District School System. School Board Members’ contact information is available throughout the SDPBC and at schools on SDPBC/School Board letterhead, website, The Education Network (TEN) Digital Channel 234 on Comcast / Uverse 99 / ITV, and in directories and publications in the School Board Minutes
Office, Fulton Holland Educational Services Center (FHESC) C-316 and Public Affairs, FHESC B-102.

SAMPLE

The School Board of Palm Beach County, Florida

Standard
FL Statute §1001.30 sets forth the name and scope of the School Board 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 Members’/Superintendent’s listing begins with School Board Members (Chairperson and the Vice-Chairperson listed first) and the remaining School Board Members listed alphabetically by last name. The Superintendent’s name appears two spaces below the School Board Members, with the title on a separate line (see cover of this manual).

For publications that will be used for more than a one-year period, a strictly alphabetical list is permissible. However, School 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 School Board Minutes Office, 434-8136, or the Public Affairs Community website www.palmbeachschools.org/community. A listing of the School Board Members and Superintendent must appear on specified publications.

BOARD PRESENTATIONS

Definition
School Board Presentations are opportunities to showcase and recognize the talent, success, or contributions of students and stakeholders in the SDPBC’s educational process, primarily State and/or National academic, educational, and athletic award winners. 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 monthly.

Standard
Presentations are approximately three minutes or less in length and are coordinated by the Office of Communications. (All efforts are made to recognize success appropriately while respecting the limited time allotted for board and public business.) Recommendations must be made at least three weeks prior to School Board Meetings to accommodate School Board Agenda publication and must be approved at the CAO and Superintendent's Agenda Conferences. Presentations may consist of plaques, certificates, photographs, speeches, music/art/literary performances, recitations, proclamations, resolutions, awards, and other recognitions provided by
the Office of Communications. Criteria: Due to the large number of potential candidates, and in the interest of fairness and consistency, School Board Presentations are limited to:

- State and/or National academic, educational, and athletic award-winners
- State and/or National recognition of exemplary programs, students, staff, business partners, and volunteers
- Major District-level partner recognition
- Exceptions are approved on a case-by-case basis by the CAO and/or Superintendent

Note: Other worthy recognitions may be presented during School Board Member comments or the Superintendent's Report.

Process
Persons may submit suggestions for School Board presentations to Public Affairs in writing, e-mail or fax at least six weeks prior to School Board Meetings. The Office of Communications coordinates the review and approval of the presentation proposals by the Superintendent and Executive Staff at Agenda Conferences approximately three weeks prior to School Board Meetings. The Superintendent places presentations on meeting agendas. Public Affairs staff conducts presentations during School 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.

BOARD REPORTS

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

Standard
Format and content requirements for School Board Reports:

- Title of Recommendation
- Description
- Recommendation (if any)
- Contact(s)
- Financial Impact
- Attachment(s) (if any)

Process
Staff members of the relevant departments prepare a School Board Report for the Superintendent to be included on Board Docs, which items will be brought for review and approval at Agenda Conferences and for inclusion in the official School Board Meeting Agenda.

BULLETINS
Definition
Bulletins are a method of informing staff of official SDPBC information procedures. Bulletins come and are coordinated through one or more members of the Leadership Team (Chief Operating Officer and/or Chief Academic Officer).

Standard
The typical bulletin contains such basic information as:
- Date of bulletin
- Official bulletin number
- Contact Person and phone number
- Action by date or information only
- Group to be addressed
- Subject
- Subject content in body

To receive the latest electronic template for SDPBC Bulletins, contact the Executive Secretary for your Division or Area Office.

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 route them through their appropriate chief for signature routing to Leadership and the Superintendent. Bulletins are posted and may be accessed via the SDPBC website, Employee Tab, and Bulletins.

BULLETIN BOARDS

Definition
Bulletin boards may be located in the FHESC cafeteria and in locations at other SDPBC administrative and school sites as means for employees, students, and the public to exchange information that may not be allowed in official communication vehicles such as SDPBC e-mail, bulletins, etc.

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 SDPBC/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.

**BUSINESS CARDS**

**Definition**
Business cards are approximately 2” by 3.5” cards produced by the SDPBC for official employee use. Some cards are in electronics format and can be e-mailed, printed, or used in computer databases.

**Standard**
Business card should include:
- name
- title/position
- address
- department
- SDPBC logo
- phone number and PX
- fax number
- SDPBC e-mail address, if appropriate
- SDPBC website address

**Process**
Employees should request official business cards through their department head; they may order cards through the appropriate vendor or create them electronically.

**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/department head 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/department.
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/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.

Go to the Business Partnership website at: http://www.palmbeachschools.org/pao/BusinessPartners/index.asp

CALL CENTER, DISTRICT TELEPHONE OPERATORS

Definition
The SDPBC PBX telephone operators provide quality services and assistance to the public and SDPBC: 434-8000.

Standard
The operators transfer incoming calls to appropriate departments; provide phone numbers of schools, departments, FDOE, and all other agencies affiliated with the SDPBC; answer general questions for the public and SDPBC employees; and assist SDPBC employees with placing overseas calls and faxes. The operators currently provide assistance in English, Spanish and Haitian-Creole.

Process
SDPBC employees needing assistance from operators must dial “0”. If the person is calling from a non-district telephone system they should dial 434-8000 and follow the menu options, or wait on the line to be automatically transferred to the operators. To place overseas phone calls, principal/department head approval is required.
CALL CENTER, FACILITIES (FCC)

Definition
Facilities Call Center (FCC) - Customer service is our call center's primary concern. The District is moving to a self-service service request system using TRIRIGA, therefore there should fewer reasons to contact the FCC, however the FCC provides a live point of access for our customers so we can provide professional personalized service for those who need to reach someone on the telephone. Consistent service levels, along with problem resolution and front line support are our goals. We also strive to process each customer's request effectively and with the shortest amount of wait time. We aim to eliminate customer frustration as inquiries are quickly directed to the proper department to better serve our customers.

Standard
All customer service representatives will have a pleasant greeting. The representative will probe with a set of questions to get as much detail as possible The representative will research the issue to see what category the call goes into before handing it off the proper department. The representative will then recap the customer's issue to make sure that they didn't miss any details. The representative will then have a closing for the customer to reassure them that their issue will be taken care. Customers need to feel satisfied when talking to a call center representative.

Process
When calling the Facilities Call Center; Phone number 561-688-7500 or PX 27500.
Introduce yourself, give your full name, title, and phone number of where you can be reached.
Explain what the problem is; give as much detail as possible. The more detail provided, the faster a technician can resolve your problem.

Examples of some problems:
Fire alarm going off Horns and Strobes, building evacuated (EMERGENCY). Technician response time, within the hour of receiving call. Please remember that you only acknowledge and silence do not Reset your panel. The Technician needs to be the only one to do that.

Fire alarm beeping in the office (TROUBLE), (NON EMERGENCY) This is would be put on a schedule for the next available technician. Could be the next day.

Intercom problems - No Intercom throughout the building EMERGENCY response time is the next available technician. All other problems are considered non-emergencies and will be scheduled for late that day or the next day.

CALL CENTER, HUMAN RESOURCES

Definition
The Human Resources Call Center provides one-on-one personal service for School District Employees that have Human Resource questions for themselves or members of their family.
**Standard**
Employees should use the Human Resources Call Center for Address Changes, Advanced Degrees, BENCOR/FICA Information, Certification, Employment Verification, HR Policies/Procedures, Incentive Awards, Leaves, Name Changes, Personnel Files, Record Requests, Resignations, Retirement Information/Appointments, Salary & Compensation, Self-Service Assistance, Teaching Experience, etc. Click this link, [http://www.palmbeachschools.org/employees/documents/HR_Customer_Contact_flyer.pdf](http://www.palmbeachschools.org/employees/documents/HR_Customer_Contact_flyer.pdf), for more information.

**Process**
Employees may call 561-434-8777 or PX 48777 or email askhr@palmbeachschools.org with question(s).

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**CALL CENTER, IT SERVICE DESK**

**Definition**
The Service Desk serves as single point of contact for District IT customers. We ensure that 100% of the incidents received are entered into the HEAT Service Management System, and each incident is managed from initial contact through incident problem resolution. The Service Desk also provides computer hardware and software problem determination and resolution, and interfaces with School-based technical staff and District Level II & III technical resources for problem management.

**Standard**
The Service Desk strives to attain a "Closed on First Call" resolution rate greater than 70% and customer service survey approval ratings greater than 95%.

**Process**
School-Based staff should contact their ITSA or STST for technical assistance. If they are unable to resolve the issue, a work order should be submitted. To report problems with a desktop or laptop computer, a printer, or other technology device, as well as problems with a specific application, you can submit a service request. Please be sure to include all requested contact information, a detailed explanation of the issue, the location, property tag and serial number of the equipment. For more information go to the IT Service Desk web page (Employee web page > Services > select the IT Service Desk). You may also call the Service Desk, 561-242-4100 / PX 44100.

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**CALL CENTER, TRANSPORTATION (TCC)**

**Definition**
The Transportation Call Center (TCC) is a physical place where customer and other telephone calls are handled by Call Center Agents with the use of computer automation. The TCC has the ability to handle a considerable volume of calls with focus on first call resolution. Customers are defined as all internal and external stakeholders.
Standard
The TCC is in the process of implementing an issue tracking system (ITS) that allows an agent to record and follow the progress of every problem or “issue” that an agent identifies until the problem is resolved. With ITS, an “issue”, which can be anything from a simple customer question to a detailed technical report of an incident or routing problem, can be tracked by priority status, owner, or some other customized criteria.

Issue tracking systems provide the agent with a way to report an issue, track progression towards its resolution, and know who is responsible for resolving the issue. It also allows the manager of the system to customize the tracking procedures so that unnecessary documentation on the part of the problem solvers does not become a waste of time.

In customer relationship management (CRM), first call resolution is properly addressing the customer’s need the first time they call thereby eliminating the need for the customer to follow up with a second call. Talk time (the average time an agent spends on each call) is a common call center performance metric. In general, fast talk time averages are desirable. However, fast talk time averages accompanied by poor first call resolution rates are a sign that customer calls are not being answered satisfactorily.

The TCC manager monitors follow-up calls because in addition to being an indication of customer dissatisfaction, follow-up calls, create an overall indicator of trends in performance.

Process
TCC agents will identify themselves by department name followed by the agent’s first name. Agents will respond to questions, or concerns, from callers regarding policies and procedures for student transportation. All inquiries or concerns received by the TCC agent will be handled in a manner which provides the following service standards;

- Reliability or accuracy. Consistency of service each time.
- Knowledge and competence. All agents providing service are well informed and competent.
- Courtesy and helpfulness. Exceeding expectations in the manner that agents are interacting and responding with each contact.
- Promptness and efficiency. All agents assure that all calls are handled expeditiously and efficiently.
- Responsiveness and resourcefulness. All agents display a willingness to adapt service to meet the specific needs of each situation.
- Focus and success. All agents focus on customer satisfaction, customer service and the reduction of customer calls which are all hallmarks of a successful call center.
- Access and availability. Information, data and reporting mechanisms are made available and easily accessible to all users.

With the new system being implemented all calls that go beyond first call resolution will be elevated accordingly through the automatic tracking system. According to the collected data, the agent will generate through the ATS a work task to be routed to the responsible person for resolution and response.
The TCC participates, to the extent it is responsible for, in the education of callers by making available information and educational resources on student transportation to include; but not limited to, District Policies, State and Federal regulations.

If the TCC receives communications other than through the telephone, the TCC maintains procedures to address the timeliness of responses.

Data is being routinely collected and analyzed to achieve a more effective and efficient call center operation. Simultaneously, comprehensive analysis of data is also being provided to management to identify potential weaknesses or strengths in field activity.

The performance management process involves establishing clear expectations about the essential job functions the TCC agent is expected to perform, and then breaking down those job functions into clearly defined behavioral expectations and standards that support the vision and mission of both the District and the Transportation Services Department.

COMMUNICATIONS, PRINTED (BROCHURES, PAMPHLETS, FLYERS, HANDOUTS)

Definition
A brochure or pamphlet is an attractive marketing and/or promotional publication presenting information, photographs, and other visuals designed to inform readers of a particular initiative, service, product, program, school, department, etc. Brochures or pamphlets can range from one/two color, bi-fold or tri-fold publications created on a desktop 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/departments are encouraged to promote programs, schools, and initiatives.

Flyers or handouts 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
Brochures, pamphlets, flyers and handouts should include:

- correct spelling/grammar
- SDPBC logo
- Superintendent and School Board Members’ Names
- non-discrimination phrase
- contact phone/fax numbers/email address
- SDPBC website address
- Photographs and/or graphics
- compliance with all School Board (SB) Policies, including Policy 2.13 Advertising in Schools or on School Property, 7.151 Business Partnership Recognition – Fence Screens, 2.122 Religious Freedom, 2.131 Student Distribution/Posting of Literature and Materials, 3.05 Equal Employment Opportunity Policy, 3.19 Policy Prohibiting Discrimination and
Harassment, 3.31 Grievance Procedure for Employees, 5.001 Protecting Students From Harassment and Discrimination, 5.50 Student Records, and 5.70 Student Publications

- other optional, appropriate, and relevant information

Process
The principal/department head for which the brochure, pamphlet, flyer or handout is being created must approve the creation and distribution of a brochure, pamphlet, flyer or handout prior to production, and he/she will be responsible for its content and distribution. A hard copy of each brochure, pamphlet, flyer or handout should be sent to the appropriate chief/division head and to the Office of Communications or a copy of an online/electronic brochure should be e-mailed to the appropriate division head and to the Office of Communications where it may be made available to the public upon request.

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
- Website
- 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 SDPBC and the departments involved.

Process
Employees may receive and make requests for services; however, principals/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/service regularly provided to (or for) an employee, department, or school.
CORPORATE SPONSORSHIPS

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

Standard
When planning and/or using a corporate sponsor, School 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 Advertising in Schools or on School Property, Policy 2.162 Joint Funding, General, and Policy 7.26 Facilities or Grounds Modifications Funded by Internal Accounts or Donations 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/department head.

CRISIS RESPONSE MANUAL

Definition
The SDPBC maintains a Crisis Response Manual in each school/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 SDPBC 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/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 Crisis Response Planning for All-Hazards Events, 2.381 Emergency Evacuation Drills, 2.3815 Emergency Closures and 2.382 Safety Awareness and Safety Committees.
CUSTOMER SERVICE/RELATIONS

Definition
Visitors and telephone callers to schools and SDPBC offices, including other employees, are “customers” and should be spoken to and assisted courteously and in a timely manner, reflecting an attitude that SDPBC 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 SDPBC stakeholder, employees should always identify themselves, state what school/department 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 School 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 and telephone number or answer (if it is readily available) and offer to stay on the line with the customer 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 SDPBC website, 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 website http://www.palmbeachschools.org/pao/. Employees should contact School Police in the event of a hostile situation.

DECORATIONS

Definition
Decorations or any accessory used to make an office, department, school or SDPBC building attractive to employees, student, parents, and the public. Decorations are permitted in the FHESC, other SDPBC 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 Religious Freedom.
Process
Employees and other stakeholders should consult the principal/department head and/or FHESC Building Manager’s office for guidance, if necessary.

DIRECTORIES

Definition
Several information directories (both hard copy and electronic format) provide a wide range of current information about schools, employees, programs, news media, administration, School Board Members, SDPBC offices, charter schools, and more. Directories are available in Public Affairs, FHESC B-102, and on the SDPBC and Public Affairs website.

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

The Office of Communications and other departments produce several directories, including the Department Directory, Directory of Schools/Principals, Where to Turn Directory, Information Directory, Media Directory, and others. The directories are on the Community website: www.palmbeachschools.org/Community.

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.

DISPLAYS AND EXHIBITS

Definition
Departments are often called upon to provide displays for events. These include lobby displays in SDPBC 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 SDPBC and must be consistent with the law and School Board Policies and should include the following:

- correct spelling/grammar
- SDPBC logo
- Superintendent and School Board Members’ Names
- non-discrimination phrase
- contact phone/fax numbers
• SDPBC website
• any optional, appropriate, and relevant 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/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/department head during planning and/or use, especially if there is a question or concern.

DISTRICT (USE OF INFORMAL NAME)

Definition
The School District of Palm Beach County, Florida is the proper name of the public school system for Palm Beach County, FL. Its abbreviation is SDPBC.

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

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 SDPBC's logo.

Use The School Board of Palm Beach County, Florida 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 185(+) 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 Office of Communications 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.
DISTRICT CALENDAR

Definition
As the SDPBC continues to grow, planning major events with dates, times, and locations that do not conflict becomes a bigger challenge. The purpose of the SDPBC 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 SDPBC and Community websites (www.palmbeachschools.org and click on calendar).

Standard
The SDPBC’s official Calendar Committee receives and reviews input on school year start and end dates, and what dates, symbols, format, and other information should be included on the SDPBC Calendar. The calendars are available and posted online each year. The Calendar Committee is administered by Van Ludy, Director/Chief Negotiator, Department of Labor Relations.

Process
The 23-member Calendar Committee is comprised of parents, teachers, administrators, bargaining unit representatives, the Education Foundation, and community members, thus, membership is subject to change based on Superintendent and School Board Member input.
Once the SDPBC Calendar is created by the Calendar Committee, it is approved by the Superintendent and School Board Members and distributed to schools and all SDPBC offices. The Department of Labor Relations places the dates into its approved format using IT software. Public Affairs will then post the calendar on the Public Affairs website. (IT Webmaster links the main SDPBC website to the calendar on the Public Affairs website 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.

ELECTRONIC MAIL (E-MAIL)

Definition
Messages sent via the Internet. Currently the SDPBC uses GOOGLE MAIL (Gmail) for e-mail.

Standard
All use of technology by employees, including e-mail, is governed by Policy 3.29 Acceptable Use of Technology by Employees and the IT User Standards and Guidelines Manual.
E-mail communications are generally subject to FL'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.

All e-mail users should read (and be familiar with) Section 4.2 of the IT User Standards and Guidelines Manual. E-mail messages are public records; therefore, all employees should review Policy 2.041 Public Records. There is an automatic Public Records disclaimer at the bottom of all outgoing emails.

**Process**
E-mail is to be used by SDPBC employees using their ID and password exclusively for SDPBC work. E-mail should conform to community standards, display common sense, adhere to the Code of Ethics Conduct, and reflect the professionalism expected of the organization.

**ELECTRONIC NEWS SERVICE**

**Definition**
The Public Affairs Department, through Meltwater News Service, provides online news articles from area and community newspapers, local television stations, trade journals, and other State and National publications, when applicable.

**Standard**
Online news service items contain:
- the name of the online news service containing the article
- date and time of article
- headline with hyperlink to article

**Process**
Public Affairs emails the daily news articles to School Board Members, Superintendent, Department Heads, all area offices, and other district employees. To receive the online Morning News e-mail, call Public Affairs at 434-8343.

**ELEVATORS/FHESC, SCHOOLS (SEE BULLETIN BOARDS)**

**Definition**
Bulletin board space for SDPBC messages may be available on some SDPBC-operated elevators.

**Standard**
Guidelines governing the utilization of bulletin board space in administrative buildings such as FHESC 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.
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 SDPBC 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 Operating Officer, Chief Academic Officer and Chief Strategic Communications Officer.

EMPLOYEE RECORDS

Definition
Employee records, including personnel files, are defined and governed by FL Statutes §1012.31 and may be considered public records. Some employee records are exempt from disclosure under FL Statutes Chapter 119. Consult your supervisor or Human Resources for more information. See also Policy 2.04 Public Information, 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 SDPBC, excluding legally exempt information.

Process
Any member of the public may have access to employee records/personnel files as a public record under FL Statutes Chapter 119. Laws governing release of employee records/personnel files apply. The Chief of Human Resources/School Police are the authority on Employee Records issues.

EMPLOYEE VACANCIES

Definition
The SDPBC’s Department of Recruitment and Retention oversees the vacancies in PeopleSoft. Vacancies may be accessed online at: http://www.palmbeachschools.org/jobs/EmploymentOpportunities.asp
Standard
Vacancy listings contain:
• job Title
• fiscal year
• job description
• application deadline
• contact telephone number

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

FACSIMILES (FAX) TRANSMITTAL SHEETS
Definition
A Fax is a cover page that should be used for a fax and contain important information for proper identification and routing to the intended receiver.

Standard
Fax Transmittal Sheets should include and have:
• correct spelling/grammar
• SDPBC logo
• Superintendent and School Board Members’ Names
• name of department and person faxing
• number of pages
• contact phone/fax numbers
• legal may have additional requirements

Process
Schools/departments may create an individual fax transmittal sheet.

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

FORMS
Definition
A form is defined as any printed or electronically produced information gathering device with space for filling in data in a pre-determined format. Forms are divided into two categories, SDPBC and internal.

Standard
The SDPBC’s standard electronic forms software is eForms (previously LiquidOffice). Over 1190 approved forms are available for download and use from the SDPBC’s Form Search web page (http://www.palmbeacheschools.org/Forms/Index.asp). Training classes for eForms are offered through Course Registration. Creation or revision of forms is governed by Policy 2.341 Reports and Form Authorization.

Process
SDPBC forms are reviewed and approved by the SDPBC Forms Review Committee, as required by FL Statute. The SDPBC’s forms management program is outlined in the Forms Management Manual available at: www.palmbeacheschools.org/records/documents/FORMSMANUAL.pdf.

FHESC FRONT DESK

Definition
The FHESC Front Desk is in the lobby area of the FHESC, 3300 Forest Hill Blvd., West Palm Beach, FL 33406. For the public and staff convenience and security, this area is staffed by School Police.

Standard
All visitors to the SDPBC 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 Office of Communications.

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.

GRAMMAR AND STYLE

Grammar is the system of rules in a language. English grammar rules provide options for correct usage. Style is the system of usage that an organization chooses to adopt for consistency, within the rules of grammar. Efficiently communicating organizations strive to maintain consistency in their written communication to ensure accurate comprehension of what the writer intended to say.

The rules of English grammar can be found in numerous sources, including online. English grammar books are available in Public Affairs, B-102 and C-316. Each office should keep and
use a grammar book, as well as a comprehensive dictionary and thesaurus for use by all employees, as needed, whether employees are writing for internal audiences (within a department) or for external audiences (outside the department).

Style:

There are several writing "styles" and style books, the most prominent among them are the Associated Press (AP) style and the New York Times style. AP style, or "down style", is characterized by more efficient use of punctuation, for example, whereas New York Times style, or "up style", is more formalized. For example, regarding the use of commas in a series, AP style instructs to use a comma after each item but not before the "and" that precedes the last item in the series. The man searched north, south, east and west for his lost dog. New York Times style advocates use of the comma before the "and". The man searched north, south, east, and west for his lost dog.

The School District of Palm Beach County adheres to the AP style. District writers/departments are encouraged to purchase and use the AP style book. AP style books are available online and in bookstores, and they are updated and published annually. AP style books are also kept in Public Affairs, B-102 and C-316.

**GROUNDBREAKINGS AND DEDICATIONS**

**Definition**

Groundbreaking - A ground breaking is a formal ceremony to celebrate the beginning of construction for a new school or building on a new site or a replacement school or building at a new or an existing site.

Dedication - A dedication or rededication is a formal ceremony to celebrate the official opening of a new school or building, room, wing, addition, or a re-opening of an existing school or building.

**Standard**

The School Board recognizes that many schools/locations may wish to celebrate the beginning of new construction or major renovation or the official opening of a new school or addition through a formal ceremony. Having such a ceremony would publicize the improvements being made in our schools through the use of public funds. All ceremonies such as ground breaking, cornerstone laying, and dedication of a school shall be conducted by the Board, the Superintendent, staff and members of the community as coordinated by the principal appointed to the school, or as coordinated by the Superintendent or designee.

**Process**

Ground-breaking and dedication ceremonies may be requested by the school, community, contractor or staff. The superintendent or designee is responsible for determining if a formal ceremony will be held. The principal or designee is responsible for coordinating any groundbreaking or dedication ceremony at the school; and the Superintendent or designee is
responsible for coordinating any groundbreaking or dedication at locations other than schools. In the absence of a school principal, the Superintendent or designee shall coordinate the ceremony. The Office of Communications is responsible for coordinating the public information regarding a ceremony with the school, contractor and appropriate administrative personnel or the Superintendent or designee. A list of invitees should be obtained from the Facilities Services department.

HANDBOOKS

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

Standard
Handbooks should include/have:
- correct spelling/grammar
- SDPBC logo
- Superintendent and School Board Members’ Names
- non-discrimination phrase
- contact phone/fax numbers
- SDPBC website address
- other optional, appropriate, and relevant information

Process
Prior to distribution, handbooks must be approved by appropriate chief/leadership for SDPBC publications.

HOLIDAY DECORATIONS, SYMBOLS

Definition
Consistent with the United States and Florida constitutions, School Board Policy 2.122 “Religious Freedom” sets forth the School Board’s policy of maintaining neutrality and not appearing to endorse a particular religion.

Standard
Symbols may be displayed on school grounds where such symbols are not on display for the purpose of advancing religion or to observe a particular holiday as a religious event. The decorations must represent the diversity of the winter season and must not indicate a preference to a particular religion or denomination. When using symbols depicting religious holidays they may be accompanied by both secular objects and symbols from holidays of other religions, they convey a message of religious neutrality.

Process
Schools and District offices may recognize holiday seasons, display secular symbols (Christmas trees and menorahs have been determined to be secular symbols but Nativity scenes and crucifixes have not been determined secular), may not send a message that a certain religion is endorsed or favored, symbols depicting religious holidays should be accompanied by secular objects from other holidays of other religions and particular symbols used and the context of the display are important to determine whether the decorations are permissible. The entirety of the display must not endorse or favor a certain religion.

HURRICANE PREPARDNESS PROCEDURES

Definition
Hurricane Preparedness Procedures set the District’s goals and responsibilities for School District Departments and School Centers in preparation of a hurricane.

Standard
Included are guidelines/plans for the following:
School Centers
School Food Service
Facilities Services
Transportation
Area Offices
Public Affairs
School Police
Information Technology Division
The Education Network (T.E.N.)
Purchasing/Construction Purchasing/Warehouse
Risk & Benefits Management
Return to Work Categories and Timelines

Process
The Hurricane Preparedness Procedures are prepared by the School Police Department. Cooperation between various departments and other government and community agencies in the County and State is of prime importance to ensure the welfare of all our students, employees and families in the event of a hurricane. The Procedures for Hurricane Preparedness can be found at http://www.palmbeachschools.org/employees/documents/2013_Hurricane_Guide.pdf.

LETTERS, MEMORANDA
Definition
Letters are correspondence going outside the SDPBC, which should be in the form of a formal letter.

Memoranda (memos) are correspondence being used within the SDPBC which should be in the form of a memo. The only exception is when sending correspondence to the FL Department of Education (FDOE); memo form may be used.

Memos are not constructed to circumvent the Bulletin process. Memos 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 memo.

Standard
To receive the latest electronic template for SDPBC letters and memorandums, contact the Executive Secretary for your Division or Area Office.

Process
Formal correspondence must be approved by the principal/department head.

LETTERHEAD

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

Standard
Letterhead should include/have:
- SDPBC logo
- address
- telephone number
- fax number
- e-mail
- Superintendent’s or Division Chief’s name
- school/department
- principal/department head
- SDPBC website
- Non-discrimination clause
- footer information as follows:

The School District of Palm Beach County, Florida
A Top-Rated District by the Florida Department of Education Since 2005
An Equal Education Opportunity Provider and Employer
Letterhead should only be used for official correspondence and approved by the principal/department head.

Process
Letterhead should be electronically created by the school/department or can be ordered from the SDPBC’s Quick Copy Center by the principal/department head to receive the latest electronic template for SDPBC Letterhead, contact the Executive Secretary for your Division or Area Office.

LOGO (DISTRICT, SCHOOLS, DEPARTMENTS)

Definition
The graphic used containing the name of the SDPBC. The SDPBC logo is the focal point of the SDPBC’s corporate signature and has been designed to enhance its professional image. It provides an effective tool in promoting SDPBC recognition and unifies our SDPBC into a consistently recognizable school system.

Standard
District: All SDPBC publications and communications should contain the official SDPBC logo accompanied by the full title of the SDPBC, FL. When engaging in activities with other agencies, it is customary for the SDPBC logo to appear on any material used to promote the activity. The district logo may also be affixed and or etched, district property, upon approval of the appropriate Division Chief or Chief of Public Affairs, to indicate ownership by the School District. Contact Public Affairs at 561-357-7679 for the Logo license agreement.

Schools: Schools may use individual logos on newsletters, programs, and flyers, but must include SDPBC logo in a prominent place.

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

Process
Logos require approval by leadership staff. Its use should be limited to authorized SDPBC approved communication.

MAIL SERVICES (PONY/U.S.)

Definition
The Pony operation picks up, sorts, and delivers interdepartmental and U.S. mail throughout the SDPBC.
Standard
Pony (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 school/department, use the full name. Several schools/departments have similar names and when abbreviated they look the same.
• Only mail sponsored by a SDPBC department head 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 e-mail pony@palmbeachschools.org.
• 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.
  o If using the SDPBC bulk mail permit, the school/department must deposit funds into the permit account at the post office.
  o Bulk mailers must follow the detailed special instructions found in Chapter 23 of the Purchasing Manual or at the U.S. Post Office website (http://www.usps.com/businessmail101/) before delivering the bulk mail to the post office.
• Only business mail should be directed to a SDPBC address. Personal mail and packages should not be sent to an employee’s SDPBC address, except where SDPBC Policy specifically allows it.

Process
Pony mail should be used for official SDPBC purposes only. Requests for mail services should be approved by the principal/department head.

MARQUEE MESSAGES/SUGGESTIONS

Definition
A marquee is a freestanding structure used to communicate information to students, parents, and stakeholders about upcoming events that are taking place at the school site.

Standard
All information presented on the marquee should be clearly written, contain accurate information, and checked for correct spelling/grammar. Certain information and events are
repeated each year and should be posted on the marquee at all schools, such as “No Shots, No School, No Kidding” during the summer months for student immunizations.

**Process**
All marquee messages must be approved by the Principal or designee prior to posting. Requests for posting events should be made early enough to allow all stakeholders ample time to attend listed events. The District will communicate collaborative district messages throughout the year when appropriate.

### 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 SDPBC 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 and websites are also available on the Public Affairs website: [www.palmbeachschools.org](http://www.palmbeachschools.org). Also see Policy 2.04 Public Information.

**Process**
Interaction with news media representatives must be approved by the principal/department head or Public Affairs in advance.

### MEETINGS, 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 to showcase their facilities. Parents and families are able to walk through the building and see the classrooms and other public areas.

**Standard**
Schools hold open houses at least once per year. Open houses are held after business hours to allow more participation by parents. To accommodate parents with children in elementary, middle and/or high school, elementary schools should schedule open houses prior to August 30 and secondary schools prior to September 30.

**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, brochures, and video. Classroom activities may vary.

MEETINGS, PARENT TEACHER ASSOCIATION (PTA)

Definition
A Parent-Teacher Association (PTA) or Parent-Teacher-Student Association (PTSA) is a non-profit organization composed of parents, teachers and staff that is intended to facilitate parental participation in a school. PTA helps parents, students, school staff and communities work together to share ideas about programs and activities that benefit children. PTA provides information and resources that strengthen the connections between children, parents, schools, and the community. 30% of Palm Beach County schools have PTA/PTSAs.

Local groups doing similar work but that are unassociated with the state and national structure of the National PTA are often known as Parent Teacher Organization (PTOs).

Standard
Local PTA units (schools) have Bylaws that determine how often they are to conduct meetings. Most units have three general meetings (which any PTA member is invited to attend), a monthly board meeting and executive committee meetings that are scheduled as needed. The following are suggested meeting days so that parents who have children in multiple schools can participate in all school activities:

Tuesdays – High Schools
Wednesdays – Elementary Schools
Thursdays – Middle Schools

Process
Membership is open to everyone who is interested in the welfare of children and youth. Anyone can become a PTA member by completing the PTA Membership form at a local unit or online from Florida PTA.

MEETINGS, SCHOOL ADVISORY COUNCIL (SAC)

Definition
Florida Legislature enacted a law that created School Advisory Councils (SAC) to assist in upholding the effectiveness of public schools. School Advisory Councils are composed of principals, teachers, educational support personnel, parents, students, local business representatives, and community members.
Standard
SAC meetings are to be scheduled when parents, students, teachers, business persons, and members of the community are able to attend. Each SAC has its own community setting, resources, challenges, and most importantly, a student population unlike any other. The people best suited to decide what will be effective in helping our students learn are the people closest to each school. The following are suggested SAC meeting days so that parents who have children in multiple schools can participate in all school activities:

- Tuesdays – High Schools
- Wednesdays – Elementary Schools
- Thursdays – Middle Schools

Process
To become a member of a SAC, individuals must complete and return PBSD Form 1710 to the School Principal. The SAC’s job is to examine aspects of its school as suggested by the priorities and generate a School Improvement Plan (SIP) that addresses targeting the identified priorities and meeting the student performance standards. The group will then develop strategies—the “how-to” for improving the areas most important to their school—and decide how to measure the results of the strategies they plan to implement.

NAMING OF SCHOOL DISTRICT FACILITIES AND DEDICATING FACILITY AREAS OR GROUNDS

Definition
The naming or renaming of schools and other facilities, buildings, areas of facilities or grounds to honor individuals, or assigning naming rights for portions of school facilities to recognize private or corporate entities that make a significant contribution that benefits the District.

Standard
The School Board is responsible for selecting names of all schools and facilities and considers recommendations from the community in the naming process. Naming includes new schools, existing schools and related school facilities. The naming or renaming of schools on district campuses/properties owned by the district must follow state and School District guidelines.

The School Board may name or rename a school and other facilities for a variety of reasons, including its use for a new purpose or the desire to recognize contributions to the School District by providing for a dedication or naming of appropriate areas of a district facility in honor of such individuals, private or corporate entities making exceptional or outstanding contributions to the School District.

The names of persons actively serving the School District of Palm Beach County, Florida shall not be considered.
Process
The superintendent recommends the appointment of a committee for the purpose of naming a new school in Palm Beach County.

New or renaming schools: 1) committee proposes 3 school names to be presented to the Board who will make the final choice; 2) committee must consist of a minimum of three lay people who live in the area of the school, two students who will be attending the schools, two staff members as designated by the Superintendent and one member of the Historical Society of Palm Beach County; 3) Committee should consider using historical figures, the history, general location or features of the area, or goals of the school, 4) “Community” shall be added to the name of the school if designated by the School Board to be a community school, and 5) a brief narrative explaining the naming of the facility should be exhibited in a prominent place within the facility.

Ancillary facilities: A committee of a least one department head and six other stakeholders shall make a recommendation to the Superintendent.

Buildings: Must be approved by the superintendent or School Board if naming or renaming any building in honor of a living or deceased person, as a result of a private gift or other significant contributions.

Naming or renaming of schools, school building or building component must be endorsed by the school’s advisory council.

Further information may be found in Policy 7.03 Naming of School District Facilities and Dedicating Areas of School District Facilities or Grounds.

NEWS MEDIA CONTACTS: INTERVIEWS, CRISES, PHONE, AND IN PERSON

Definition
A visit, telephone call, written communication (letter, fax) or e-mail 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 SDPBC 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 the Communication with the Media guide. Also see Policy 2.04 Public Information.
Process
Contact with the media should be reported to your immediate supervisor, Area Office/appropriate chief/leadership, and the Public Affairs Department prior to the interview.

NEWSLETTERS

Standard
A District-wide newsletter should include/have the following:
- correct spelling/grammar
- SDPBC logo
- Superintendent and School Board Members’ Names
- non-discrimination phrase
- contact phone/fax numbers
- SDPBC website address
- other optional, appropriate, and relevant information

NEWS RELEASES (PRESS 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 e-mailed (or faxed, if requested) to a specific reporter or newsperson. It should be followed up with phone calls or e-mails 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 SDPBC.

When information is released, a principal/department head or District-level contact will be designated on the news release.

Departments that frequently release information, such as Research, Evaluation, and Assessment, 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.
Process
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 proofread. 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 ½” on each side); and type only on one side of the paper.

At the top of the page have the school/department, address, phone, fax, and e-mail. 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/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 website at either of these web pages:
http://www.palmbeachschools.org/pao/Media.asp#3
http://www.palmbeachschools.org/pao/PDFs/Tips-Writing_News_Releases.pdf

NON-DISCRIMINATION PHRASE

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 FL 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 prohibits discrimination against students, employees, and applicants on the basis of religion, race, ethnicity, national origin, color, sex, marital status, age, parental status and disability in any of its educational activities and services and employment practices.” (FL Statute § 1000.05, State Board of Education Rule 6A-19.001 et seq.)

Standard
FL Statute § 1000.05 sets forth the use of this clause - Discrimination against students and employees in the FL K-20 public education system prohibited; equality of access required. The
nondiscrimination statement and the Identification and Notification of Coordinators list shall be posted in schools and in the District office.  (Bulletin #P-14326-CAO/QA, dated August 13, 2012)

Process
It is commonly used in SDPBC major publications, including handbooks, brochures, applications, registration forms and vocational recruitment materials disseminated to employees, applicants, students, parents, and the general public.

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 SDPBC and not a required SDPBC task.  See Policy 2.142, Research in Palm Beach County Schools.

Standard
- Research Request Procedures
- Procedures for Conducting Research
- Application to Conduct Research (PBSD 2366);
  http://www.palmbeachschools.org/Forms/Documents/2366.pdf
- Affidavit of Good Moral Character (PBSD 2356).
  http://www.palmbeachschools.org/Forms/Documents/2356.pdf

Process
As stated in Board Policy 2.142, Research in Palm Beach County Schools, the Department of Research, Evaluation, and Assessment shall charge a one-time application fee for the review, processing, specification of research parameters and monitoring of research proposals. All fees shall be paid, or satisfactory arrangements made for the payment of fees, prior to the processing of the research application.

APPLICATION FEES:

$150.00 for organizations, universities, professors, or researchers; $50.00 for graduate students who are working on their Master's or Doctoral degrees, but are not District employees; no application fee is required for District employees conducting research as a requirement for a Master's or Doctoral degree. In addition, the Department of Research, Evaluation, and Assessment may establish reasonable fees to charge Researchers for the production, the compilation, or extraction of data for research purposes. Such fees imposed by the Department of Research, Evaluation, and Assessment shall be consistent with Florida Public Records Laws.
Anyone who wishes to conduct research in the School District of Palm Beach County must first read:

- **Research Request Procedures**
- **Procedures for Conducting Research**
- **Guidelines for Research and Factors for Determining the Technical Merit of Research Proposals.**

If you then decide to conduct the research in the School District of Palm Beach County, the following documents must be completed:

- **Application to Conduct Research (PBSD 2366);**
- **Affidavit of Good Moral Character (PBSD 2356).**


If you are a School District of Palm Beach County teacher or administrator who wishes to conduct research at a Research Prohibited School, please contact the Department of Research and Evaluation for additional information.

Return the completed application, three copies of the research proposal/instruments, and your one-page letter (describing the tasks that principals or teachers may be required to accomplish for your research) to:

**Director, Department of Research and Evaluation, School District of Palm Beach County, 3370 Forest Hill Boulevard, Suite B250, West Palm Beach, FL 33406-5870**

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

For Further information please contact the Department of Research and Evaluation at (561) 432-6376. The fax number for the Department of Research and Evaluation is (561) 963-3842.

**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 (time-keeper) 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 (NEO) and from their site time-keeper. A time-keeper in each employee's work unit records his/her time worked, leave, and reports the information to the Payroll Department. Consult the time-keeper if there are any questions regarding payroll.

PEOPLESOFT

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

Standard
PeopleSoft has the capability to manage the day-to-day activities of the HR, CRM, EPR, and Student administration departments.

Process
PeopleSoft applications operate out of various SDPBC departments

PHOTOGRAPHY OF STUDENTS (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, website, 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, eForm 1941: Release and Consent for Student Information Publication, must be used. Other photos: When publishing or displaying copyrighted photos or photos which are not the property of the SDPBC or the school, permission from the owner must first be secured.
Procedure
Parent must specify on eForm 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.

**POLICIES**

Definition
SB Policies are Administrative Rules, adopted under FL 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”). A 14-day notice in the media is given before the First Reading and a 28-day notice is given before the Second Reading. All SDPBC Policies can be seen at: [http://www.palmbeachschools.org/policies/](http://www.palmbeachschools.org/policies/).

Process
Development of a new policy, or revision of an existing policy, starts with an administrator obtaining the sign-off of appropriate chief/leadership 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 School Board Meeting on Policies. The School Board may request amendments to the Superintendent’s recommendation, especially at the First Reading.

**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/Process
Position papers from SDPBC should include/have the following:
- correct spelling/grammar
- SDPBC logo
- Superintendent and School Board Members’ Names
- non-discrimination phrase
- contact phone/fax numbers
- SDPBC website address
- any optional, appropriate, and relevant information
POSTERS: FHESC, ADMINISTRATIVE OFFICES, SCHOOLS (SEE BULLETIN
BOARDS, DISPLAYS AND EXHIBITS, FLYERS/HANDOUTS, PAMPHELTS)

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/grammar
  • SDPBC logo
  • Superintendent and School Board Members’ Names
  • contact phone/fax numbers
  • SDPBC website address
  • compliance with all School Board (SB) Policies, including Policy 2.13 Advertising in
    Schools or on School Property, 7.151 Business Partnership Recognition – Fence Screens,
    2.122 Religious Freedom, 2.131 Student Distribution/Posting of Literature and Materials,
    5.50 Student Records, and 5.70 Student Publications
  • other optional, appropriate, and relevant information

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

“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 SDPBC educational information, activities, and important dates hosted by
the Chief Public Information Officer and Public Affairs specialists.

Standard
“Public Affairs Minute” airs on TEN Digital Comcast channel 234, 235 and Uverse Channel 99
daily at the top (:00) and bottom (:30) of each hour throughout the week. TEN is owned and
operated by the SDPBC.

Process
To recommend informational/promotional ideas, contact the Office of Communications at 434-
8228.

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 Office of Communications for District-wide initiatives that impact one or more of the school system's publics.

PUBLIC INFORMATION

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

Standard
SB Policies 2.04 (Public Information) and 2.041 (Public Records) in accordance with FL 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 Office of Communications 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 SDPBC, 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 FL courts and the FL Attorney General, FL Statute § 286.011.

In addition to the notices of SDPBC 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 Office of Communications are informed of each public meeting or hearing for listing on the Office of Communications website at: http://www.palmbeach.k12.fl.us/calendar/View.html?calendar_id=13&approved=1&dropdown=0.
Schools may initiate requests for media coverage of newsworthy activities either on their own or through the Office of Communications. 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) Public information and 2.06 School Visitation.

PUBLIC RECORDS

Definition
The term "public records," as defined in FL 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 School Board and District School System.

Standard
SB Policy 2.041, Public Records in accordance with FL Statute § 119.011(1).

Process
a. Public records shall be maintained in accordance with the SDPBC's Retention Schedule, currently available online at:
   approved under FL Stat. § 119.01(4).

b. 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.

c. Public records requests are applicable to non-exempt, non-confidential portions of existing records. The SDPBC shall not be obligated to create a new record or compile lists or information from various existing records to accommodate a public records request.

d. School Board Members, SDPBC employees and agents, and advisory committees receiving requests for public records shall coordinate responses through the Office of Communications, and the Office of Communications shall determine which SDPBC personnel and departments are to provide assistance in responding to the request.
e. All departments that receive public records requests shall fax them to the Office of Communications at PX 48651 or email them to the Public Information Coordinator at willie.williams@palmbeachschools.org on the day of receipt.

**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 ten 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 FL Statute Section 1002.22(3)(d) which guarantees every student a right of privacy with respect to his/her educational records. Under SDPBC Policy 5.50 Student Records, 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 119.07(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.palmbeachschools.org/policies/](http://www.palmbeachschools.org/policies/).

**QUICK COPY CENTER**

**Definition**
The SDPBC operates a full service duplication center known as The Quick Copy Center. The facility has several high-speed digital color and black ink only 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/Process**
Before beginning, a Printing Work Request (PBSD 0377) must be filled out and authorized by a supervisor.

Requests can be sent to The Quick Copy Center @ terry.mandolfo@palmbeachschools.org, Pony, or brought by in person. Any request that The Quick Copy Center cannot fulfill is coordinated through local vendors by the print shop manager. Additional information may be found at: [http://www.palmbeachschools.org/purchasing/Bids/Purch/quickcopy/index.asp](http://www.palmbeachschools.org/purchasing/Bids/Purch/quickcopy/index.asp)
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 FL Department of State, Bureau of Archives and Records Management (BARM), is the State agency that regulates and approves records retention and disposal for all FL public agencies. The SDPBC Records Retention Schedule is available at:

Process
To assist schools/departments in the annual records disposal process, the Records Management Office develops the annual Records Disposal Certification. The Records Disposal Certification is eForm 0783.

Please review the Records Management website and retention schedule at:
http://www.palmbeachschools.org/records/RecordsRetention.asp

REPORTS

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

Standard
All reports should include/have:
- correct spelling/grammar
- SDPBC logo
- Superintendent and School Board Members’ Names
- contact phone/fax numbers
- SDPBC website address
- any optional, appropriate, and relevant information

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

RESEARCH CONSULTANTS

Definition
Research consultants perform important work for the SDPBC, including evaluating existing programs and writing recommendations for program improvement.
Standard
These recommendations are formalized in report form, submitted to School 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, Evaluation, and Assessment issues through the Purchasing Department a Request for Proposal (RFP). The RFP requests from consultant information that is needed by Research, Evaluation, and Assessment 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 website, 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 SDPBC 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 SDPBC on a consultative basis. Once consultants have been identified, School 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 School Board or the Superintendent, upon recommendation or acquiescence of the Superintendent.

SOCIAL MEDIA – FACEBOOK AND TWITTER

Definition
The Office of Communications of the School District of Palm Beach County (SDPBC) currently employs progressive technologies, known as Social Networking, to expand and enhance its educational processes and public engagement. These platforms, such as Facebook and Twitter, engage stakeholders by “pushing” relevant information to “friends”, who wish to engage with the organization.

Standard
As an initial step toward District Social Networking, a Pilot Project consisting of a District Facebook site and Twitter account administered by the Public Affairs Department, is maintained and monitored by Public Affairs staff, which includes four Specialists who now write/produce the press releases for schools and departments on the Main Page and Community Page, Chief
Strategic Communications Officer, Department Executive Assistant and a member of the Information Technology staff.

Process
The information posted on the District’s Public Affairs administered Facebook/Twitter/Social Media accounts is, essentially, the information that currently is the subject of Public Affairs press releases considering the following guidelines:

- Student, teachers, administrators and other stakeholders national, regional and state awards and recognitions
- District accomplishments, such as the Broad Prize, recognition in national publications
- School/program accomplishments, such as national Career Academy recognition
- Upcoming district-wide educational events, such as student involvement in Presidential Debate and academic competitions
- Hurricane information
- Information about scholarships, colleges and universities
- School and district event photos and videos
- Links to schools’ newspapers/newsletters
- District-wide information, such as Back to School
- Links to school web pages
- Graduation information
- Activities, events, updates, or any information that is pertinent to the entire district

Interested schools or departments should contact the Office of Communications to obtain more details at (561) 434-8228.

SOLICITATIONS TO SCHOOLS/DEPARTMENTS

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

Standard
According to SB Policy 2.14 Sales Calls and Demonstrations, agents, solicitors, and salespersons may visit schools to demonstrate products and methods but some rules should be observed. See also Policy 2.13 Advertising in Schools or on School Property.

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.

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 SB Policy 2.16 Fund-Raising Activities Relating to Schools.

SPECIAL DESIGNATIONS

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

Standard
Various layouts are available for special designations. Contact the Quick Copy Center for samples. Special or school logos may be used.

Process
Special commendations/awards may be used, once reviewed and approved by Superintendent, Chief Operating Officer or Chief Academic 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/department head or the appropriate chief/leadership.

SPEECHES

Definition
Speeches are oral addresses made by School 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 SDPBC vision, mission, and goals for student achievement and safety.

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

STUDENT INFORMATION

Definition
Student information is records pertaining to students’ files.
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 Student Records.

For current students and students who left the SDPBC 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 SDPBC more than three years ago, student records must be requested from the Records Management Office.

SUPERINTENDENT AND SCHOOL BOARD MEMBERS’ NAME LISTING

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

Standard
The proper name, together with a list of School Board Members and Superintendent, must be included in all publications and printed materials. School Board Members’/Superintendent’s listing begins with School Board Members (Chairperson and the Vice-Chairperson listed first) and the remaining School Board Members listed alphabetically by last name. The Superintendent’s name appears two spaces below the School Board Members, with the title on a separate line (see cover of this manual).

For publications that will be used for more than a one-year period, a strictly alphabetical list is permissible. However, School 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 School Board Minutes Office, 434-8136, or the Public Affairs Community website www.palmbeachschools.org/community.

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

Process
Using the name listing should follow the standard established above.
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 SDPBC when evaluating the technical merit of research proposals.

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

Process
a. Applicants must review the SDPBC Guidelines for Research and Factors for Determining the Technical Merit of Research Proposals. Complete the SDPBC Application for Conducting Research. Include three copies of the research proposal with a thorough description of each of the following:
   - rationale
   - statistical and design methodology
   - literature review, which thoroughly addresses the relationship among the variables of interest and each student measure, which 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
   - three copies of all research instruments
   - three signed copies of the Affidavit of Good Moral Character
   - 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
b. If the applicant is a SDPBC employee, he/she must have a letter from his/her supervisor that confirms his/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 SDPBC.
c. Mail the completed application and three copies of the research proposal/instruments to: Executive Director
   Department of Research, Evaluation, and Assessment
d. Applicant must wait until he/she receives a written response from the **Department of Research, Evaluation, and Assessment**, 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.

**TELEPHONE ETIQUETTE**

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

**Standard**
SDPBC 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.

**THE EDUCATION NETWORK (TEN)**

**Definition**
TEN, formerly known as ITV, is the SDPBC’s television channel open to the general public and located on Comcast Digital Channel 234, 235 and Uverse Channel 99.

**Standard**
TEN follows all the standards of TV broadcasting adopted by all major television stations.

**Process**
TEN performs the following services to benefit schools and the SDPBC:
- 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 SDPBC
- Distribution of selected programs from Cable-in-the-Classroom
• Switch hub for the distance learning projects via satellite, fiber, and 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 two-way video laser disc
• Instruction/teleconferencing

Approval: Chief Strategic Communications Officer, 357-7680 (PX 47680). See Policy 2.52 The Education Network.

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
Training and staff development standards are established by the FDOE 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 SDPBC training planned for employees is to be submitted to the Department of Professional Development, 776-3696 (PX 53696).

TRANSLATIONS

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

Standard
a. 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
b. 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
   • SDPBC logo
c. SDPBC translated forms must comply with the Forms Review Committee's form standards. For more information concerning translated forms and the SDPBC's forms management program, see:
http://www.palmbeachschools.org/records/FormsManagement.asp
or call the Forms Analyst at 357-7528 (PX 47528).

Process
a. A Document Translation Request (PBSD 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.
b. Documents submitted must be the most current version available and should not be a draft.
c. 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.
d. 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.
e. Document Translation Requests must be approved by principals/department heads prior to submission to the Department of Multicultural Education Translation Team.

TRANSPORTATION STANDARDS

Definitions
Transportation Standards: A list of comprehensive goals and standardized practices that is utilized to establish student eligibility and school bus transport each school year.

Standard
The School Board recognizes that establishing annual Transportation Standards will allow Transportation Services to optimize services for student transport. Having these standards allows for cost efficiency and superior student transport.

Process
Transportation Standards will be proposed to the School Board by Transportation Services annually for approval. The School Board will be provided with a thorough explanation of any changes to the current standards. The Standards will go into effect for the current school year after Board approval. The current Transportation Standards is available for viewing at http://www.palmbeachschools.org/transportation/documents/TS.pdf.

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 SDPBC telephone system has a pre-recorded voice mail greeting. Personalized greeting should:
   a. be professional
   b. identify the department
   c. identify the person announcing the greeting
   d. courteously request to leave a message

Process
All employees should adhere to the voice mail greeting etiquette standard when answering their phones. Internally, employees (when away from their desk) may access their voice mail by calling PX 45870 and externally by calling (561) 969-5870.

WEBSITE, SCHOOLS, DISTRICT, DEPARTMENTS

Definition
The SDPBC has department/school websites in which to publish their information.

Standard
Website information must be as accurate as possible and adheres to the standards of all published documentation by the SDPBC.

Process
A website is managed by a designated Webmaster who updates the website information and links on a regular basis.

WHERE TO TURN

Definition
An essential tool to assist all employees in providing the best customer service possible to all stakeholders

Standard
This is a living document that was populated and continues to be updated by the confidential division and department secretariesassistants. This document is updated online minimally once a week, giving the customer the most updated information to find and receive the department, employee name, email address and phone number of the person they need.

Process
The Where to Turn document may be found on the Community website or at this link: http://www.palmbeachschools.org/Community/PDFs/WHERETOTURN.pdf. Use the search engine to find the person or department you need to speak with or contact.
WRITTEN DOCUMENTS

Definition
Written documents consist of any documentation on paper.

Standard
All written documents should include/have:
- correct spelling/grammar
- SDPBC logo
- Superintendent and School Board Members’ Names
- contact phone/fax number
- SDPBC website address
- any appropriate optional information
- other optional, appropriate, and relevant information

Process
Written documents are generated by individuals and/or groups