

BALTIMORE COUNTY PUBLIC SCHOOLS

DATE: September 6, 2011

TO: **BOARD OF EDUCATION**

FROM: Dr. Joe A. Hairston, Superintendent

SUBJECT: **CONSIDERATION OF THE PROPOSED CHANGES TO BOARD OF EDUCATION POLICY 1100, COMMUNICATIONS WITH THE PUBLIC**

ORIGINATOR: Dr. Renee A. Foose, Deputy Superintendent

RESOURCE PERSON(S): Phyllis Reese, Chief Communications Officer

RECOMMENDATION

That the Board of Education reviews the proposed changes of Policy 1100. This is the third reading.

Attachment I – Policy Analysis
Attachment II – Policy 1100

**POLICY ANALYSIS FOR
BOARD OF EDUCATION POLICY 1100
COMMUNICATIONS WITH THE PUBLIC**

Statement of Issues or Questions Addressed

Board of Education Policy 1100 has not been reviewed since 1997. Policy 1100 is the introductory policy to the 1100 Sub Series (Communication with the Public) and is intended to set the standard for all policies in the Sub Series. Staff is recommending that the policy be revised to: (1) clearly define the Board's philosophy of engaging parents, community members, and businesses in the educational process by increasing communication and disseminating information about the school system and student success; (2) transfer the detail on the policy's implementation to the Superintendent's Rule; and (3) revise the policy to address the Policy Review Committee's editing conventions.

Cost Analysis and Fiscal Impact on School System

No fiscal impact is anticipated by the revision of this policy.

Relationship to Other Board of Education Policies

1. Board of Education Policy 1110, *Media, Public Relations, Events, Television, and Web Site*
2. Board of Education Policy 1200, *Community Involvement*
3. Board of Education Policy 1210, *Relationship with Parent-Teacher (Student) Associations*
4. Board of Education Policy 1250, *Participation in the Local School by Community Members*
5. Board of Education Policy 1270, *Parent and Family Involvement*
6. Board of Education Policy 4006, *Telecommunications Access to Electronic Information, Services and Networks*

Legal Requirements

1. 20 U.S.C. §6301, *et seq.*, *No Child Left Behind Act of 2001*, as amended by Section 1118(a)(2) of the *Elementary and Secondary Education Act (ESEA)*

Similar Policies Adopted by Other Local School Systems

1. Carroll County Board of Education, Policy KC, *Parent/Family/Community Involvement*
2. Howard County Board of Education, Policy 10000, *Parent, Family, and Community Involvement*
3. Montgomery County Board of Education, Policy KBA, *Policy on Public Information*

Draft of Proposed Policy

Attached

Other Alternatives Considered by Staff

No other alternatives were considered.

Timeline

First Reading – July 12, 2011

Public Comment – August 9, 2011

Third Reading/Vote – September 6, 2011

COMMUNITY RELATIONS: Communications with the Public

Communications with the Public

I. PHILOSOPHY

THE BOARD OF EDUCATION OF BALTIMORE COUNTY (BOARD) BELIEVES THAT ENGAGING PARENTS, COMMUNITY MEMBERS, AND BUSINESSES IN THE EDUCATIONAL PROCESS HAS A DIRECT LINK TO STUDENT SUCCESS. THE BOARD FURTHER BELIEVES THAT POSITIVE RELATIONSHIPS WITH PARENTS AND THE COMMUNITY ARE ACCOMPLISHED BY DISSEMINATING INFORMATION ABOUT THE SCHOOL SYSTEM, ITS SCHOOLS, AND STUDENT SUCCESSES. TO FURTHER ITS GOAL, THE BOARD [The Board of Education] supports NUMEROUS AND VARIED channels of communication between the school system, the citizenry of the county, and the global community.

II. IMPLEMENTATION

THE BOARD AUTHORIZES THE SUPERINTENDENT TO DEVELOP A RULE TO IMPLEMENT THIS POLICY.

[The Superintendent of Schools is responsible for all informational services and is encouraged to utilize all available media of communication to inform the public regarding the mission, goals, programs, achievements, and needs of the school system.

To help achieve the above goals, the Superintendent of Schools shall be provided with assistants whose major duties will include:

1. Preparation of informational materials including releases for newspapers, television, radio, electronic publications, and periodicals.
2. Maintenance of close liaison with representatives of the mass media to maximize coverage of school system activities.
3. Coordination of the standards and guidelines for the Baltimore County Public Schools' web site development and the personnel responsible for the management and distribution of school system publications via electronic networks.

4. Compliance with federal, state, and local laws pertaining to all forms of communication and information distribution emanating from the school system to the public.
5. Organization of speakers' bureaus to provide programs for PTA, governmental, and civic organizations.
6. Coordination of work with PTA and other groups who seek the betterment of the school system or the community in general.
7. Sponsorship of regular television and radio programs, the Baltimore County Public Schools' cable Education Channel, and the Baltimore County Public Schools' web site, to describe the programs and goals of the school system.
8. Assistance to principals in developing public relations in individual schools.
9. Assistance to central staff administrators in communicating with the community.]

LEGAL REFERENCES: 20 U.S.C. §6301, *ET SEQ., NO CHILD LEFT BEHIND ACT OF 2001*, AS AMENDED BY SECTION 1118(A)(2) OF THE *ELEMENTARY AND SECONDARY EDUCATION ACT (ESEA)*

RELATED POLICIES: BOARD OF EDUCATION POLICY 1110, *MEDIA, PUBLIC RELATIONS, EVENTS, TELEVISION AND WEB SITE*
BOARD OF EDUCATION POLICY 1200, *COMMUNITY INVOLVEMENT*
BOARD OF EDUCATION POLICY 1210, *RELATIONSHIP WITH PARENT-TEACHER (STUDENT) ASSOCIATIONS*
BOARD OF EDUCATION POLICY 1250, *PARTICIPATION IN THE LOCAL SCHOOL BY COMMUNITY MEMBERS*
BOARD OF EDUCATION POLICY 1270, *PARENT AND FAMILY INVOLVEMENT*
BOARD OF EDUCATION POLICY 4006, *TELECOMMUNICATIONS ACCESS TO ELECTRONIC INFORMATION, SERVICES AND NETWORKS*

POLICY 1100

Policy
Adopted: 10/09/69
Revised: 06/23/77
Revised: 06/09/97
REVISED: _____

Board of Education of Baltimore County