

BALTIMORE COUNTY PUBLIC SCHOOLS

DATE: November 19, 2013
TO: **BOARD OF EDUCATION**
FROM: S. Dallas Dance, Superintendent
SUBJECT: **REPORT ON THE PROPOSED CHANGES TO BOARD OF
EDUCATION POLICY 1110, PUBLICATIONS, RADIO, TELEVISION,
AND DIGITAL MEDIA**

ORIGINATOR: Mychael Dickerson, Chief Communications Officer

**RESOURCE
PERSON(S):**

RECOMMENDATION

That the Board of Education reviews the proposed changes to Policy 1110. This is the first reading.

Attachment I – Policy Analysis
Attachment II – Policy 1110

**POLICY ANALYSIS FOR
BOARD OF EDUCATION POLICY 1110
PUBLICATIONS, RADIO, TELEVISION, AND DIGITAL MEDIA**

Statement of Issues or Questions Addressed

In accordance with Board of Education Policy and Superintendent's Rule 8130, Policy 1110 is scheduled for review in school year 2013-2014. Policy 1110 identifies the importance of effective communications and public relations in supporting student achievement and community involvement. Staff is recommending that Policy 1110 be revised to: (1) include a policy statement that more accurately reflects the Board's commitment to providing effective communications about the school system; (2) include clear standards of communication; (3) include an implementation section; and (4) conforms with the Policy Review Committee's policy 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 1100, *Communications with the Public*
2. Board of Education Policy 1270, *Parent and Family Involvement*

Legal Requirements

1. 5 U.S.C. §552a, Privacy Act of 1974
2. The Copyright Act of 1976, Title 17 of the United States Code, *as amended*
3. 20 U.S.C. §1232g, *Family Educational Rights and Privacy Act (FERPA)*
4. 47 U.S.C. §230, Communications Decency Act
5. *Annotated Code of Maryland, State Government Article §§10-611-628, Maryland Public Information Act*
6. COMAR 13A.08.02, *Student Records*

Similar Policies Adopted by Other Local School Systems

1. Montgomery County Board of Education, Policy KBA, *Policy on Public Information*
<http://www.montgomerycountyschoolsmd.org/departments/policy/pdf/kba.pdf>

Draft of Proposed Policy

Attached

Other Alternatives Considered by Staff

No other alternatives were considered.

Timeline

First reading – November 19, 2013
Public comment – December 3, 2013
Third reading/vote – January 14, 2014

COMMUNITY RELATIONS: Communications with the Public

Publications, Radio, Television, and DIGITAL MEDIA [Web Site]

I. POLICY STATEMENT [Introduction]

- A. The Board of Education of Baltimore County (Board) BELIEVES THAT EFFECTIVE COMMUNICATIONS AND PUBLIC RELATIONS CONTRIBUTE TO STUDENT ACHIEVEMENT BY PROVIDING INFORMATION THAT PROMOTES PARENT AND COMMUNITY SUPPORT AND INVOLVEMENT. THE BOARD IS COMMITTED TO DISSEMINATING INFORMATION ABOUT BALTIMORE COUNTY PUBLIC SCHOOLS (BCPS), ITS PROGRAMS, ACTIVITIES, AND ACCOMPLISHMENTS BY USING A VARIETY OF MEDIA RESOURCES.[supports communication with the public regarding school and school system information and activities directly through school and school system publications, events, television programming, and the Baltimore County Public Schools' (BCPS) Web site.
- B. The Board also recognizes the value of participation by external persons who are engaged in the production and distribution of accurate information about the school system to the public through the press and other media.]

II. STANDARDS

- A. THE SUPERINTENDENT OR HIS/HER DESIGNEE SHALL SERVE AS THE PRIMARY SPOKESPERSON FOR MATTERS OF SYSTEMWIDE INTEREST.
- B. EACH SCHOOL PRINCIPAL IS AUTHORIZED TO KEEP PARENTS AND OTHERS INFORMED ABOUT AN INDIVIDUAL SCHOOL'S PROGRAMS AND ACTIVITIES.
- C. School system employees shall NOT RELEASE INFORMATION THAT IS PRIVATE OR CONFIDENTIAL AS IDENTIFIED BY LAW, BOARD POLICY, OR SUPERINTENDENT'S RULES, AND SHALL OTHERWISE comply with laws and regulations pertaining to the U.S. Copyright Act, U.S. Privacy Act, Family Educational Right to Privacy Act, [Freedom of Information Act, and] COMMUNICATIONS

[Telecommunications] Decency Act, AND THE MARYLAND PUBLIC INFORMATION ACT.

II. IMPLEMENTATION

THE BOARD DIRECTS THE SUPERINTENDENT TO IMPLEMENT THIS POLICY. [The Superintendent will establish rules and procedures for implementing this policy.]

Legal References: 5. U.S.C. §552a, PRIVACY ACT OF 1974
THE COPYRIGHT ACT OF 1976, TITLE 17 OF THE UNITED STATES CODE, *AS AMENDED*
20 U.S.C. §1232g, *FAMILY EDUCATIONAL RIGHTS AND PRIVACY ACT (FERPA)*
47 U.S.C. §230, COMMUNICATIONS DECENCY ACT
Annotated Code of Maryland, State Government Article §10-611-628, MARYLAND PUBLIC INFORMATION ACT
COMAR 13A.08.02, *STUDENT RECORDS*
[Copyright Act of 1976, 17 U.S.C. §101
Family Educational Right and Privacy Act of 1974, 20 U.S.C. §1232G]

RELATED POLICIES: BOARD OF EDUCATION POLICY 1100, *COMMUNICATIONS WITH THE PUBLIC*
BOARD OF EDUCATION POLICY 1270, *PARENT AND FAMILY INVOLVEMENT*

Policy Board of Education of Baltimore County
Adopted: 10/09/69
Revised: 06/09/97
Revised: 03/10/09
REVISED: _____