

**Administrative Procedures for Policy #1100 (Administration)  
Regarding Communication**

I. Roles and Functions

- A. The Board of Education and Superintendent are responsible for establishing open lines of communication with parents, the community, and Calvert County Public Schools (CCPS) employees. The Board, Superintendent and staff will use a variety of methods including mass media, print materials, advisory boards, and the school system website.

II. Definitions

- A. Advisory Committee – A group of individuals formed by the Board of Education, the Superintendent, or a CCPS department or school for the purpose of sharing information and receiving counsel, opinion, or advice.
- B. Mass Media – Information designed to reach or influence a large audience. This may include the internet, social media, newspapers, magazines, television, and radio.
- C. Print Material – Documents produced for the purpose of communicating information to parents, students, CCPS employees or the public at-large. These documents may include newsletters, letters, press releases, informational brochures, and annual reports.

III. Board of Education

- A. Meetings of the Board of Education provide the opportunity for members of the public to provide input on school-related issues and concerns, hear presentations by CCPS staff, observe Board recognition of student, staff, school, and school system accomplishments, and observe Board of Education discussion and deliberation. Except for administrative and closed sessions, all meetings of the Board of Education are open to the public. These meetings are governed by State Government Article §10-508 (The Open Meetings Act) and Calvert County Public Schools Policy # 1110.
- B. Members of the Board of Education desire to hear the views and have the advice of interested citizens. To help ensure effective participation, the Board:
  - 1. Publishes an agenda on the CCPS website to provide access to interested citizens and members of the press.
  - 2. Holds public hearings on the operational budget and on issues of wide public interest.
  - 3. Provides time at its business meetings for the public to comment on educational issues and other matters before the Board.
  - 4. Encourages citizens to communicate with Board Members by publishing public telephone numbers, fax numbers, addresses, and email addresses.

5. Posts policies under consideration on the CCPS website for public comment (Policy # 1012);
6. Records all meetings and provides a copy to the local public access channel.
7. Posts video recordings of meetings on the CCPS website.
8. Annually appoints parents and interested citizens to a Citizen Advisory Committee in accordance with CCPS Policy # 1210; and
9. Appoints ad hoc committees when appropriate.

IV. Superintendent

- A. The Superintendent is responsible for all aspects of communication within the school system and between the school system and the public. This communication takes various forms and includes information about the mission and operation of the CCPS including its programs, achievements, and needs. To facilitate communication with parents, students, employees, and the public at-large, the Superintendent or his/her designee(s) will:
  1. Attend meetings of parent and community organizations at their invitation and as his/her schedule allows.
  2. Facilitate the meetings of the Board of Education Citizen Advisory Committee.
  3. Identify and publicize programs and practices related to parental involvement.
  4. Publish and make available to interested parties an annual report on the condition, current accomplishments, and needs for improvement of the school system as well as a statement of the school system's business and financial transactions.
  5. Post forms, informational brochures, and other information of general interest on the CCPS website.
  6. Annually publish a CCPS school calendar and Students' Rights, Responsibilities and Code of Conduct.
  7. Produce informational materials including press releases on topics of interest to the public which provide information about the work of CCPS.
  8. Actively work with businesses, organizations, and governmental agencies to form meaningful partnerships in support of schools.
  9. Appoint advisory committees as appropriate.
  10. Ensure that CCPS staff responds to requests for information in a timely manner and in accordance with federal and state laws and regulations and Board of Education policies and procedures; and
  11. Utilize an emergency notification system to disseminate information to families.
  12. Utilize mass media and social media to share information with the community.

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- B. The Superintendent or his/her designee will ensure that each school in CCPS:
  - 1. Establishes effective two-way communication between parents and the school regarding school system policies and procedures and school guidelines.
  - 2. Has systems in place to inform parents about their child's progress.
  - 3. Establishes activities to encourage volunteer opportunities in the school.
  - 4. Provides information and promotes programs for parents on how to establish a home environment that supports the learning objectives of the schools.
  - 5. Works with parent organizations leadership to ensure two-way communication between the school and home; and
  - 6. Establishes regular channels of communication with parents and other citizens using a variety of medium including school websites, conferences, newsletters, phone calls, social media, an emergency notification system and/or email communications to provide information about school programs, resources, progress, concerns, and forthcoming decisions about which the principal believes the community may have an interest.
  
- V. Staff members are responsible, at the direction of the Superintendent, for disseminating information about Calvert County Public Schools. Information other than routine communications (routine communications include, but are not limited to, school newsletters, letters and emails about school events, and informational website postings) that are prepared for the public must be approved by the appropriate Executive Staff member. Examples of public communications that need prior approval include information about the death of a student, emergency situations at school, and bus accidents. Staff should request permission from families before sharing information about the death of an employee or an employee's family member.
  
- VI. Guidelines for working with News Media not affiliated with CCPS.
  - A. Representatives from news organizations not affiliated with CCPS are encouraged to:
    - 1. Contact the Public Information Officer for information about general education issues, system-wide initiatives, and for information about emergency and crisis situations. The Public Information Officer will promptly respond to inquiries. As appropriate, the Public Information Officer will communicate with appropriate staff members to obtain accurate information prior to responding to media requests. All laws, regulations, policies and procedures regarding student and employee records and confidentiality will be followed.
    - 2. Contact the school principal directly on stories about non-emergency, school-specific events and initiatives. The school principal will consult with the Superintendent or designee before releasing any information about a specific student or employee unless that information is considered public information (e.g., the receipt of an award or directory information).

- B. Members of the news media may not enter CCPS property without the express permission of the school principal or designee or the appropriate staff member in charge of the facility.
- C. If a news media representative or journalist violates any part of this procedure, the Superintendent or his/her designee will file a written complaint to the publisher or hiring organization and, at the discretion of the Superintendent, the offender/offenders may not be permitted on CCPS property or in CCPS buildings in a professional capacity until further notice.

VII. Parent/Guardian Notification and Permission for Photograph Use

- A. Annually, parents/guardians will be notified of the following:
  - 1. Photographs and videos of students taken in school and at school events may be used in print and electronic media, including newspapers and the Internet, including social media. This may include photographs and videos taken in classrooms, in other areas of the school building, and at events normally open to the public. Students may be identified by name in photograph captions.
    - a. Parents/guardians who do not want photographs and videos of their children used in print and electronic media must inform the school principal in writing by September 30 of each school year.
    - b. Prior to September 30 (but excluding public events and performances such as athletics or fine arts productions and concerts):
      - 1) Outside media may not take photographs of individual students and may not identify students by name in a caption unless written permission is obtained from a parent or guardian.
      - 2) Photographs of individual students may not be posted on school or school system websites and social media and students in group photographs may not be identified by name in a caption unless written permission is obtained from a parent or guardian.
    - c. When a parent has not notified the principal in writing as specified in A.1. above:
      - 1) Photographs of the student taken in classrooms and schools may be published and identified by name in captions in school print publications (including, but not limited to, school newspapers, yearbooks, literary magazines, athletic directories).
      - 2) The student in a photograph posted on CCPS school or school system websites and social media may be identified in the caption by first name only. If a student is being recognized for an award or honor, the student may be identified by first and last name.
- B. The written permission of every person identifiable in a photograph of any CCPS school-sponsored activity must be secured if the photograph is to be used for:

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1. Commercial advertising purposes. (Refer to Policy 1050 Regarding Advertising for details on advertising on CCPS property)
2. Any publication or other use for which the person(s) submitting it will receive payment.
3. Illustrating a book or any published article for which the author(s) will receive payment.

VIII. In the case of an emergency or crisis, guidelines in the Calvert County Public Schools Crisis Management Plan will supersede these procedures.