

Guidelines for Distribution of Non-Curricular Materials To Holy Family Catholic Schools

Purpose

Holy Family Catholic Schools recognizes that students, employees, parents, parishes, supporting organizations, citizens or community groups may want to distribute materials within the school system that are non-curricular (meaning they are not prepared by the instructional staff of the system or approved for official use within the educational program of the school). These guidelines were designed to limit disruptions to the educational process, the Holy Family mission, the Holy Family brand, staff and parent time, and the environment.

All materials must be approved through:

Kathy Klauer
Director of Communications and Marketing
2005 Kane St.
Dubuque, IA 52001
(563) 582-5456, Ext. 250
kklauer@holyfamilydbq.org

Under No Circumstances Will the Following Be Distributed:

1. Materials that promote products, activities or services that are illegal for students or that are prohibited by board policies or administrative rules
2. Materials that use inappropriate words or images to promote otherwise acceptable products, activities or services
3. Materials that promote products, activities or services that interfere with the educational or Catholic mission of the system
4. Materials that encourage or can reasonably be anticipated to cause a disruption of the orderly educational process or operation of the schools
5. Materials that promote the sale of a product or service for a profit-making enterprise, other than products or services that are a part of a school-approved sponsorship or approved fundraising program to benefit the school
6. Materials on behalf of a political candidate or political party
7. Materials that advertise entities, products or services that discriminate on the basis of sex, race, age, creed, color, marital status, national orientation, religion, disability, sexual orientation or gender identity

Materials for Display

Display of system-related materials will be determined on a case-by-case basis at time of approval by the director of communications and marketing. Individual schools can choose independently if display of approved non-school materials is an option and/or appropriate once notification has gone out of new electronic postings. (No additional request should be made by the requesting individual or entity.) The display of curricular materials is not governed by these guidelines.

Distribution of System-Related Materials

The mission of Holy Family Catholic Schools is supported by a variety of organizations with the purpose of benefiting the system by providing financial, educational or program support for the district (i.e., parishes, booster clubs, parent associations and committees). System-related materials also include those deemed by the chief administrator or designee to be of importance to the school community. The following guidelines apply to the distribution of system-related materials:

1. Printed or electronic informational materials and announcements from system-related groups shall be permitted to be distributed as designated by the system at any time during the school year.

Procedures

The chief administrator may designate system-related organizations whose materials may be distributed without each item being approved for distribution.

System-related organizations whose materials have *not* been designated for this type of distribution shall submit for approval a printed or electronic sample of each item to the director of communications and marketing **at least five days before desired distribution**. At this time, the method of distribution—electronic or individual delivery—will also be determined based on the nature of the information.

If the material is approved for electronic distribution, the individual or entity must provide the director of communications and marketing with a PDF file or hyperlink and a brief teaser describing the event, the event date, registration and target age group. The information will be posted to the district website and will remain until the event date. Flyers will not be posted more than two months before the event. Families will be notified of the new posting in school e-newsletters.

If the material is approved for individual delivery to students, the individual or entity must deliver the materials to the Holy Family central office, sorted, labeled and bound by school with delivery approval and instructions included with each school package. These will be delivered via our courier, which runs early Monday, Wednesday and Friday mornings. The director of communications and marketing will provide a list of enrollment totals.

- a. The materials must clearly identify the entity or individual responsible for the distribution and the name, phone number and, if available, email address of the main contact person for questions. If applicable, event dates, cost, registration information and deadlines must also be clearly identified.
 - b. Holy Family Catholic Schools may request that this statement be included on the materials: *This is not a publication of Holy Family Catholic Schools, but rather one of its partner or supporting organizations.*
 - c. The system will not participate in the collection of money, pledges, forms or fees.
2. Materials distributed in connection with academic lessons, student guidance or counseling (such as college or career related materials), or incidental to a school sponsored activity or extracurricular program are not governed by this procedure.
 3. Materials distributed at the initiation of the system for the benefit of the public or students, such as public health or safety information, are not governed by this procedure. System and building newsletters, announcements of school functions or communications originated by the system are not covered by this procedure.

Holy Family Catholic Schools reserves the right at any time to further limit the requests for posting, permit exceptions to the criteria noted above, deny posting rights to individuals or organizations that have demonstrated irresponsibility, or to make changes to this policy.