Mission, Call to Action, Beliefs

Mission
The mission of the Coppell Independent School District, as a committed and proven leader in educational excellence, is to ensure our learners achieve personal success, develop strong moral character, and become dynamic leaders and global citizens with a zeal for service by engaging each individual through innovative learning experiences led by a visionary staff and progressive community.

Call to Actions
Empowered with knowledge and skills, each CISD learner courageously pursues individual passions and meaningfully contributes to the evolving world.

Beliefs
• Everyone has equal intrinsic worth.
• Every individual can learn.
• Learning is a life-long pursuit.
• Hard work and commitment are essential for achieving extraordinary results.
• Individuals are responsible for the choices they make.
• Honesty, integrity, and respect are critical to success in life.
• Shared moral values are essential for a healthy community.
• A supportive family environment is important to the healthy development of every individual.
• Pursuing an enriched and balanced life helps create a healthy individual.
• Individuals have a responsibility to make a positive contribution to their community.
• A quality education creates life-long opportunities.
• While change involves risk it provides opportunity for progress.
• Diversity enriches our community.

Tag Line
Empowering Educational Excellence

Coppell ISD “About Us” Statement
Coppell ISD (cop-ELL) is a premier public school system with a statewide reputation for educational excellence. This high-performing and innovative district serves over 11,800 learners in the communities of Coppell, Valley Ranch, Grapevine, North Irving, and the City of Dallas (Cypress Waters). The majority of Coppell ISD is located in Coppell, TX, a suburb of Dallas. The city of over 39,000 residents is positioned approximately 5 miles northeast of the DFW Airport…north of Interstate 635 and west of I-35E. Although the City of Coppell is just over 14 sq. mi. in size, the school district spans over 23 sq. mi.
Board of Trustees

The proper protocol must be followed when listing the Board of Trustees in a program, brochure or letter. The board president is always listed first, followed by the vice president and the secretary. The other four trustees are listed in numerical order based on their place.

The board leadership is reorganized every year. The following is the formal listing of the Coppell ISD Board of Trustees 2017-2018:

Tracy Fischer, President, Place 7

Judy Barbo, Vice President, Place 6

Leigh Walker, Secretary, Place 1

Open Seat, Place 2

Anthony Hill, Place 3

Thom Hulme, Place 4

David Caviness, Place 5
CISD Visitor Guidelines & Procedures

In Coppell ISD, we are proud of our schools and welcome visitors. For the safety of those within the school setting, all visitors are expected to demonstrate the highest standards of courtesy and conduct. Thank you in advance for helping us create a positive and respectful learning environment.

General Information

- Upon entering the campus, present your state issued I.D. to be scanned.
- Once cleared, you will be issued a visitor’s badge, which must be worn at all times.
- Please remain in the designated areas.
- CISD staff will deliver messages or items to the learners without disturbing the class.
- No person, other than the student's parent/guardian will be allowed to see the student without the parent/guardian's written permission or the parent/guardian being present. (Including but not limited to: ministers, rabbis, imams, priests and the like)
- Visitors must comply with the district's Electronic and Printed Materials Guidelines for dissemination of information.
- Visitors may not recruit for fundraising activities, religious groups, youth groups or political causes when visiting school campuses.
- Playground access is limited to staff members and students during school hours.
- Media representatives shall arrange visits to school campuses with the District's Communications Department at the Vonita White Administration Building.
- Volunteers must complete a criminal background check every year they serve CISD. (Please allow 2 weeks for processing.)

Classroom Observations

- Please schedule 24 hours in advance with principal/designee approval.
- The duration and/or frequency must not interfere with the delivery of instruction.
- Please do not bring younger siblings or children to classroom observations.
  Observers should not disrupt the learning environment by engaging students or the teacher in conversation.

Lunchroom Guidelines

- Parents/guardians and non-school-aged siblings are welcome during the lunch period.
- Relatives and non-family members are welcome when accompanied by the parent/guardian or with written parent permission.
- The Texas Nutrition Policy does not permit the sharing of food with other students.

NOTE: Only the superintendent or designee shall grant exceptions to these guidelines. Any visitor who fails to comply with these guidelines and/or district policies may be prohibited from visiting the school and/or other district facilities.
Coppell ISD Administrative Directive Electronic & Printed Materials Guidelines

According to Coppell ISD policy GKDA (Local), written or printed materials, handbills, photographs, pictures, films, tapes, or other visual or auditory materials not sponsored by the District or by a District-affiliated school-support organization shall not be sold, circulated, distributed, or posted on any District premises by any District employee or by persons or groups not associated with the District, except in accordance with these guidelines.

District-affiliated, non-profit, third party school-support organizations permitted to distribute approved materials are:

- CISD campus Parent Teacher Organizations and Parent Teacher Student Organizations (PTOs and PTSOs including their school supply vendors)
- Coppell ISD Education Foundation
- Booster Clubs of CISD and campus parent clubs such as “Mavs Dads”
- Coppell Gifted Association (CGA)
- Boy Scouts and Girl Scouts of America
- City of Coppell
- Coppell Chamber of Commerce
- Assistance League of Coppell
- University/College academic partnerships (approved by the Human Resources Department)
- Entities under contractual agreements with the District, such as the Coppell Family YMCA, portrait photographers, graduation material suppliers, etc.
- Education and sports camps, if the camp or service is offered a) by a current CISD employee, b) for CISD students, and c) in a facility that is rented according to the CISD facility use policy.

All printed and electronic materials must be pre-approved and distributed through the CISD Communication and Public Relations Office. Materials must also follow the Flyer & Yard Sign Approval Dates. This includes flyers, posters, yard signs, banners, coupons, or any other printed or electronic materials, e-mails, or links on the CISD websites.

Flyer Approval Guidelines:

Our district cooperates with community groups and organizations that sponsor activities of an educational/enrichment nature for students by distributing materials electronically via Peachjar (www.peachjar.com). As part of our efforts to be more environmentally friendly, embrace innovative technology, and maintain fiscal responsibility, we have transitioned from paper to electronic flyer delivery.
Distribution of Information to CISD Parents

To request flyer approval, follow the steps below. Once approved, your flyer will be emailed to all parents and posted online. Paper flyers, etc. from outside organizations will no longer be distributed.

- Visit www.peachjar.com
- Register as an Enrichment Provider (account type).
- Upload your flyer for approval.

Your flyer will be automatically submitted to the district Communication and Public Relations office. District staff will review the material and “Approve” or “Deny” based on the standards below. Peachjar charges a fee for this service that is typically much less than the cost to copy and ship paper flyers. Visit www.peachjar.com for service fee information.

“Other” Approval Guidelines: (posters, yard signs, coupons, etc.)

For approval of “other” materials (not flyers), e-mail an electronic copy of the poster, sign, coupon, etc. to Beth Robb at brobb@coppellisd.com. All submitted materials will be approved or denied within 2 business days from the time the materials were received.

The following materials will NOT be approved for distribution:

- Information from non-profit agencies about fundraisers that do not directly benefit CISD
- Information from for-profit agencies
- Information representing corporate or business interests.*
- Information pertaining to a specified portion of the district population such as religious groups, political groups, special interest groups, etc. CISD will NOT approve materials for distribution that are obscene, vulgar or inappropriate for children; promote activities, goods, or services related to alcohol, drugs, firearms or weapons; advocate violence, illegal, or dangerous activities; contain defamatory statements; are hate literature; or would interfere with school activities or the rights of others. GKDA (Local)

Yard Signs: Yard Signs may be posted on CISD campuses by district affiliated, non-profit, third party school-support organizations permitted to distribute approved materials. All requests for signage must be done by the approval dates listed for the 2017-2018 school year.

Once approved by the CISD Communications Office, signs may be made, no larger than 18x24 and posted in the parent loop of each campus (two approved signs per campus). Signs may be posted by the requesting organization no earlier than one week prior to the event and must be removed by that organization by the next business day following the event.
Signs posted without approval will be removed and discarded.

**Coupons:** CISD does not allow the distribution of unsolicited commercial advertisements, special offers, or discount coupons to students or staff.

However, campus administrators may procure coupons to use as rewards or academic incentives for students as long as the offer is a **completely free** item and has no conditions of purchase. (Ex: Students who read 20 books will receive a coupon for a free ice cream from a local restaurant.)*

**Electronic Materials:** E-mail distribution groups procured by the District will only be utilized by CISD for the educational and informational purposes of the District.

Third-party groups may not receive District services/support (including the hosting of their websites, posting of information, and use of District e-groups) under violation of the Texas Constitution (i.e. gift of public funds).

*Businesses interested in offering CISD staff discounts can fill out an application for Employee Discounts online. See [www.coppellisd.com/employeediscounts](http://www.coppellisd.com/employeediscounts) for more information.

### 2017 – 2018 Flyer & Yard Sign Approval Dates

The following schedule signifies the dates flyers and signs will be considered for approval for distribution via Peach Jar or placing signs on specified campuses. Flyers and yard signs will only be approved on a specified Tuesday date. Flyers and yard signs not received for approval by the due date will be dated and scheduled for distribution via Peach Jar for the next specified valid distribution period. **This timeline will be strictly enforced.**

<table>
<thead>
<tr>
<th>Due Dates for Approval Consideration</th>
<th>Valid Distribution Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 15, 2017</td>
<td>August 22 – September 12, 2017</td>
</tr>
<tr>
<td>September 5, 2017</td>
<td>September 12- October 3, 2017</td>
</tr>
<tr>
<td>September 26, 2017</td>
<td>October 3 – October 24, 2017</td>
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<tr>
<td>October 17, 2017</td>
<td>October 24 – November 14, 2017</td>
</tr>
<tr>
<td>November 7, 2017</td>
<td>November 14 – December 12, 2017</td>
</tr>
<tr>
<td>December 5, 2017</td>
<td>December 12 – January 9, 2018</td>
</tr>
<tr>
<td>January 2, 2018</td>
<td>January 9 – January 31, 2018</td>
</tr>
<tr>
<td>January 23, 2018</td>
<td>January 31 - February 20, 2018</td>
</tr>
<tr>
<td>February 13, 2018</td>
<td>February 20 – March 20, 2018</td>
</tr>
<tr>
<td>March 6, 2018</td>
<td>March 20 – April 10, 2018</td>
</tr>
<tr>
<td>April 3, 2018</td>
<td>April 10 – May 1, 2018</td>
</tr>
<tr>
<td>April 24, 2018</td>
<td>May 1 – May 22, 2018</td>
</tr>
<tr>
<td>May 15, 2018</td>
<td>May 22 – June 12, 2018</td>
</tr>
</tbody>
</table>

*The direct distribution of non-school related materials to students is strictly prohibited.*
Branding Guidelines

Colors
Colors are unified visual components of the Coppell ISD brand. Crimson is the official primary color, with secondary colors of black and grey. Printed publications should use a four-color process called CMYK (cyan, yellow, magenta and black). Electronic publications use RGB (red, green and blue).

It is important to ensure district and campus specific colors are used correctly. Please match prior to sending publications. To find your color number, contact the communications department.

Fonts
To communicate consistently across the district, typeface selections have been established to represent the voice of the district. Typography or fonts allow the campuses to achieve coordinating materials that match the district’s identity. CISD has established Times as the official typography for the brand logotype. The font for the CISD logo may not be altered or changed.

Approved District Fonts

<table>
<thead>
<tr>
<th>Times</th>
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</thead>
<tbody>
<tr>
<td>Coppell ISD</td>
</tr>
<tr>
<td>Calibri</td>
</tr>
</tbody>
</table>

Impact (website font)

Century Goth (website font)

District Logo
The official District logo appears on district correspondence, envelopes, reports, business cards, electronic presentations, videos, awards, publications, promotional materials, etc. The logo typically appears in the official red and black colors (see above colors). It is important the CISD logos be used in a consistent manner by all departments and campuses.

The official district logo should NOT be reproduced from original illustrations and should not be redrawn, re-proportioned or modified in any way.
A common mistake is “stretching” the logo. To maintain proper proportions:

- Select the object, hold “shift” and drag from the corner of the object. This will allow users to properly resize art in Microsoft programs.
- Or, select and choose “Format Picture” to increase or decrease the size while scaling “relative to original picture size.”

The Coppell brand logo should only be used in its original format of the red C and black ISD, solid red, black and white or reversed out on a solid black background. NO OTHER COLORS MAY BE USED.

Logo Examples

![Logo Examples](image-url)

Short Logo
Email
CISD’s brand includes all forms of communication including electronic email. Please remember to maintain professionalism in district email as all email signatures that could offend based on gender, religion, sarcasm, etc. and please refrain from using distractive backgrounds and stationary in Outlook.

Please note: Emails are subject to open records requests.

Email Signature Example

JOHNDoe
COMMUNICATIONS SPECIALIST
COPPELL ISD
214-496-6000 (direct line)
214-496-0000 (fax)

Connect with CISD
www.facebook.com/CoppellISD
www.twitter.com/CoppellISD
www.coppellisd.com
Presentation Templates
Standard CISD power point templates are provided to assist staff in creating multimedia presentations. The district offers presentation templates to all employees. Contact the Communications department for a copy of the presentation template.
Crisis Situations & the Media

In emergency situations, it is important for the district to speak with one voice. Only the spokesperson, as designated by the superintendent, should speak with members of the media during a crisis situation. All media requests should be directed through the Coppell ISD Communications Department.

What you can say . . .

• “Facts are being gathered and will be released through the district’s spokesperson as soon as possible.”
• “I would love to help you, but the district has a spokesperson who handles these calls. The district’s Communications Department can be reached at 214-496-6000.”
• “I am aware of the situation, but am not at liberty to discuss that with you. You will need to contact the district’s Communications Department at 214-496-6000.”

In an emergency situation requiring immediate attention, call the district emergency number at 214-496-6000.

Media on Campus

• If the media arrives at your campus during an emergency situation, notify the Communications Department immediately at 214-496-6000. Newspaper and television reporters are allowed on campus with the approval of the communications department.
• Tell the reporter about Coppell ISD’s practice of clearing media visits with the Communications Department.
• Media representatives are not allowed to enter a classroom or take pictures of students without permission.
• If you are contacted on the scene by anyone from the media, escort them to the designated briefing area. All information will be released from that location.

Interviews

• In emergency or disaster situations, do not make statements to the media. Only the designated media spokesperson should respond. A representative from the communications department will assist the designated spokesperson in releasing timely and accurate facts to the media.
• A representative from the Communications Department will be present for all media interviews.
• In the event a designated spokesperson is unavailable, no statement should be made.

Student Photographs

• Each campus maintains a list of students whose parents have asked that they not to be photographed. Consult the list before allowing anyone to photograph or videotape students.
Media Relations Protocol

The Communications Department works with local reporters on an everyday basis. The district requests that the media contact the Communications Department before speaking with another district employee. This measure guarantees that the reporter’s needs will be met, the district’s views are communicated, and the protocol is reinforced in times of crisis and sensitive situations.

Following protocol, a reporter who needs to interview a staff member will call the Communications Department. The Communications Department will contact the individual staff member to ensure that they are comfortable speaking with the media and will provide the reporter’s contact information and a general on what the reporter is seeking. The staff member will, then, call the reporter and answer their questions. Staff may feel free to continue to speak with the reporter on subsequent phone calls regarding the same topic. While not always necessary, the Communications Department does appreciate receiving feedback on the interview. However, if someone has a negative experience with a reporter or believes that the reporter needs additional assistance, please contact the communications department immediately.

On occasion, the communications department will provide the reporter with the staff member’s direct line to improve communication. This occurs frequently with those who often serve as a spokesperson for the district.

If you are contacted directly . . .

If you are contacted by the media without previously being contacted by the Communications Department, please refer the reporter to the communications department. If you do not follow this guideline, please be aware that you may establish a precedent that can complicate media interactions. While you may see no harm in speaking with a reporter about a soft news story, when tragedy strikes, you may not want to be faced with a reporter contacting you directly. The media guidelines have been established to protect employees and the district, in addition to improving communication.

What you can say . . .

• “Have you spoken with our Communications Department? I’d be happy to speak with you, but our district administration asks that all reporters contact the Communications Department first.”

Crisis Situations

In emergency or disaster situations, do not make statements to the media. Only the spokesperson, as designated by the superintendent, should respond. See the following section, “Crisis Situations and the Media,” for additional information.
Emergency Communication Procedures

School Closing Policy

During adverse weather conditions, district officials will assess the weather conditions and the impact of that weather on the safety of students and staff. In the event school must be closed or delayed, a decision will be made as soon as possible, but no later than 6:00 a.m. The announcement will be made in the following ways:

- On the district and campus websites in a yellow scrolling banner at the top of the page and a pop-up message when you first launch the site
- Automated notification by phone and email to parents and staff
- District Twitter and Facebook accounts
- Local radio and television stations
- CISD Voicemail system 214-496-8901

When we have a threat of inclement weather, numerous factors are considered when making a decision about the status of school including:

- the safety of students, staff, and parents
- the safe transportation of students to school and back home
- the disruptions caused in the home, the classroom and for activities (we understand that many parents work outside of the home and it it is a concern to make arrangements for care. We also understand that it is difficult to reschedule events, practices, and make up lost time in the classroom).

After School and Evening Activities

If school is cancelled or delayed, the assumption will be that we will not hold after-school or evening activities unless otherwise communicated. If conditions improve throughout the day when an activity is scheduled with another district, the activity may go on as scheduled. If conditions deteriorate during the day or the threat of inclement weather becomes likely, after-school and evening activities may be modified. It is best to stay in contact with the coach or sponsor for changes in schedules and check the website for updates.

Media

Once a decision to close or delay school has been made, the district will contact the following media outlets. The school district does not have control over the accuracy or timeliness of information on media stations. If you have a question about the district's open or closed status, please refer to the district website.
Below are the following radio or television stations that the district notifies:

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>KDFW-TV</td>
<td>Channel 4</td>
</tr>
<tr>
<td>KXAS-TV</td>
<td>Channel 5</td>
</tr>
<tr>
<td>WFAA-TV</td>
<td>Channel 8</td>
</tr>
<tr>
<td>KTVT-TV</td>
<td>Channel 11</td>
</tr>
<tr>
<td>KRLD Radio</td>
<td>1080 AM</td>
</tr>
<tr>
<td>KLVU</td>
<td>98.7</td>
</tr>
<tr>
<td>Lite FM</td>
<td>103.7</td>
</tr>
<tr>
<td>The Fan</td>
<td>105.3</td>
</tr>
<tr>
<td>Jack FM</td>
<td>100.3</td>
</tr>
<tr>
<td>Mega</td>
<td>100.5</td>
</tr>
<tr>
<td>WBAP Radio</td>
<td>820 AM</td>
</tr>
<tr>
<td>The Mix</td>
<td>102.9 FM</td>
</tr>
<tr>
<td>KissFM</td>
<td>106.1 FM</td>
</tr>
<tr>
<td>The Edge</td>
<td>102.1 FM</td>
</tr>
<tr>
<td>KZPS</td>
<td>92.5 FM</td>
</tr>
<tr>
<td>KFXR Cowboy</td>
<td>1190 AM</td>
</tr>
<tr>
<td>La Preciosa</td>
<td>97.1 FM</td>
</tr>
</tbody>
</table>

*Please Note: Media outlets only inform viewers and listeners of those school districts that are either starting late or cancelling school.*

If no information is given, CISD will be starting at the regular time, on a regular schedule.

**Bad Weather Make-Up Days**
The Coppell ISD calendar reserves bad weather make-up days. Check the school calendar for these specified days. If no school days are lost due to bad weather, these dates will be used as holidays.
Transportation

Durham School Services and Coppell ISD are committed to the safe and timely pick-up and delivery of Coppell students.

If your child will be riding a school bus to and from school each day, please make every effort to let the student ride the bus the first few days of school at least in the afternoon. This will assist the drivers in determining the number of students who will be riding their buses every day, allowing them to plan and execute their routes in a consistent manner. Due to the new bell schedule, bus routes will be changing for the upcoming school year.

If you have any questions or concerns regarding transportation at Coppell, please contact Durham School Services at 940-242-3900 or 817-698-1287. You can also email Durham at transportation@coppellisd.com.

Bus Tracker Mobile App

In an effort to improve communication with families who use district-provided bus service, Durham School Services has developed a phone application that will securely allow parents and guardians to view the location of their child’s bus in relation to their assigned bus stop. This application will also enable parents and guardians to view multiple stops on an assigned route, including a scheduled arrival time for each stop.

The NEW Durham Bus Tracker:
- is a free download
- is user-friendly
- can view all routes, bus locations, and scheduled stops
- is available for all NISD bus routes
- provides safe and secure access with password protection
Website Tip Sheet:
*Guidelines for Teacher Webpages*

Teachers will be searchable via campus directory by last name, first name.

**Teacher Webpage**

Every teacher needs to have a landing page from the template specified.

- Name
- Photo (250 x 250 pixels at 100 resolution)
- Grade Level/Subject Taught
- Contact Information
- Class Schedule
- Conference and/or Tutoring Hours

*Please note: Photos posted on teacher webpages should be of a professional nature and serve an educational purpose. Professional headshots are required on the landing page and limit family photos and others to the teacher biography page. Do not use clipart or animated gifs for photos*

Additional pages (links in navigation bar)

- Meet Your Teacher (bio, education, degrees and certifications)
- Calendar
- Class Newsletter
- Useful Links
- Link to third party webpage

*These guidelines listed are the minimum requirements. Teachers should add information as appropriate. Remember when posting documents, not all users have the same software you used to create it. PDF documents are encouraged when possible.*
Elementary Teacher Webpage Example:

Secondary Teacher Webpage Example:
Coppell ISD Social Media Terms of Use

Important: The Coppell ISD Facebook, Twitter, Instagram, Snapchat and Pinterest pages are intended to be used for informational purposes only.

The sites are maintained and moderated by the CISD Communications Department to ensure that posted comments are constructive and suitable for all readers while respecting a range of opinions and points of view. Moderation will take place during normal business hours. Posted comments must comply with the following regulations:

- Comments are not allowed if they include profanity, threatening words, harsh words, vulgar language or inappropriate language or content.
- Comments are not allowed if they include specific allegations, a personal attack or accusations about a student, parent, employee or community member.
- Comments are not allowed if they include private information about a student, parent, employee or community member including directory information, disciplinary issues, personnel issues, etc.
- Comments are not allowed if they include offensive language that targets ethnic, religious or racial groups.
- Comments are not allowed if they include spam or advertisements that promote specific products or services.
- Comments are not allowed if they include links to other sites.
- Reporters and other persons seeking responses to questions or requests are asked to send questions to the Communications Department through their normal channels and to refrain from submitting questions as comments.
- Moderating and posting of comments will occur during regular business hours Monday through Friday.
- Please keep comments on-topic and limit the length of the comment to 200 words.
- To protect your privacy and the privacy of others, please do not include personally identifiable information like phone numbers or e-mail addresses in the body of your comment.
- Comments cannot represent a person other than the one posting the comment.
- Comments cannot serve electoral campaign purposes. Political messages will not be published.
- Participants are responsible for what they post. Comments must not breach any law, confidentiality or copyright.

Anyone posting comments contrary to this Terms of Use policy may be prohibited from future participation. Coppell ISD reserves the right to update these Terms of Use.
Best Practices Guide to Copyright Law for Educators

I. THRESHOLD COPYRIGHT ISSUES

A. Special Significance to Schools, Colleges, and Universities

1. Students and faculty members often encounter copyright issues when dealing with their own copyrighted works, and when utilizing the copyrighted works of others as part of research, instruction, and scholarship activities.

2. Copyright law upholds the fundamental mission of schools, colleges, and universities by providing motivation for the creation of new works through the granting of ownership rights to copyright owners, and by placing limitations on those rights to facilitate access to and use of creative works by members of the public. See John Vaughn, Duane Webster, Mary Case, Peter Givler, & Allan Adler, Campus Copyright Rights and Responsibilities: A Basic Guide to Policy Considerations (2005).

B. Scope of Copyright Protection

1. Copyright protects the author of an original work of a literary, dramatic, musical, or artistic nature (including plays, musicals, choreography, pictures, sculptures, motion pictures, sound recordings, and architectural works).

2. A copyright is the legal right to exercise control over the making of copies of a work and the distribution of those copies. It is also the right to control the distribution of such copies and to limit the creation of ‘derivative works,’ which are works based on the original work. It is also the right to perform the work or to display the work publicly. 17 U.S.C. § 106.

3. The Copyright Act of 1976, effective January 1, 1978, replaced the prior copyright act. Under the old law, registration and notices (the copyright symbol, the author’s name, and date) were required to maintain a copyright. Under the new Act, copyright is automatic. A work is copyrighted as soon as it becomes tangible. It is advisable to designate in writing the copyright on the face of the work.

C. “Fair Use” Doctrine

1. “Fair use” is a privilege, asserted by someone other than the copyright holder, to use the copyrighted material in a reasonable manner without the copyright holder’s consent. Belmore v. City Pages, Inc., 880 F. Supp. 673 (D. Minn. 1995).

2. The “fair use” of copyrighted work, including such use by reproduction in copies or by any other means specified by that section, for purposes such as criticism, comment, news reporting, teaching (including multiple copies for classroom use), scholarship, or research, is not an infringement of copyright. 17 U.S.C. § 107.
3. The provision sets out four nonexclusive factors that a court must weigh in making a
determination about whether any particular use is fair:

a. the purpose and character of the use, including whether such use is of a commercial
   nature or is for nonprofit educational purposes;

b. the nature of the copyrighted work;

c. the amount and substantiality of the portion used in relation to the copyrighted work
   as a whole; and

d. the effect of the use upon the potential market for or value of the copyrighted work.

II. GUIDELINES FOR USE OF COPYRIGHTED MATERIAL

In light of the above referenced laws and various guidelines developed through private agreements
between the representatives of the publishing industry and the education community, educators may
use various forms of copyrighted material in the classrooms, as follows:

A. Printed Material

1. Single Copies of Printed Material – A single copy may be made of any of the following
   by or for a teacher at his or her individual request for his or her scholarly research or use
   in teaching or preparation to teach a class:

   a. a chapter from a book;

   b. an article from a periodical or newspaper;

   c. a short story, short essay, or short poem, whether or not from a collective work;

   d. a chart, graph, diagram, drawing, cartoon, or picture from a book, periodical, or
      newspaper;

2. Multiple Copies of Printed Material –

a. Educators may make multiple copies of the following for classroom use or discussion:

   (i) a complete poem;

   (ii) articles, stories, or essays less than 2,500 words;

   (iii) excerpt from a longer work (10 percent of work or 1,000 words, whichever is
        less);

   (iv) one chart, picture, diagram, drawing, cartoon, or picture from a book, periodical, or
        newspaper;

   (v) two pages from an illustrated work, e.g., a children’s book; and
b. Each copy must include a notice of copyright, i.e., the notice of the company or individual which produced the work, usually on the front cover of the work.

c. The copying is at the direction of the individual teacher.

d. The inspiration and decision to use the work and the moment of its use for maximum teaching effectiveness should be close in time so that it would be unreasonable to expect a timely reply to a request for permission.

e. Only one copy allowed per pupil.

3. Limitations Applicable to Both the Making of Single and Multiple Copies –

a. Copying shall not be used to create or to replace or substitute for anthologies, compilations, or collective works.

b. There shall be no copying of or from works intended to be “consumable” in the course of study or of teaching. These include workbooks, exercises, standardized tests, test booklets, answer sheets, and like consumable material.

c. Copying may not –

(i) substitute for the purchase of books, publishers’ reprints, or periodicals;

(ii) be directed by authorities unconnected with the school;

(iii) be repeated with respect to the same item by the same teacher from term to term, but is permissible for educational purposes from one school year to the next.

d. No charge shall be made to the student beyond the actual cost of the photocopying.

B. Music

1. An educator may make copies of music as follows –

a. Emergency copying to replace purchased copies which for any reason are not available for an imminent performance, provided purchased replacement copies are substituted in due course.

b. For academic purposes other than performance, multiple copies of excerpts of works may be made, provided that the excerpts do not comprise a part of the whole which would constitute a performable unit. The number of copies shall not exceed one copy per pupil.

c. For academic purposes other than performance, a single copy of an entire performable unit (section, movement, aria, etc.) that is: (1) confirmed by the copyright proprietor to be out of print, or (2) unavailable except in a larger work, may be made by or for a teacher solely for the purpose of his or her scholarly research or in preparation to teach a class.
d. Printed copies which have been purchased may be edited or simplified, provided that the fundamental character of the work is not distorted or the lyrics altered.

e. A single copy of recordings of performances by students may be made for evaluation or rehearsal purposes, and may be retained by the educational institution, student, or individual teacher.

f. A single copy of a sound recording (such as a tape, disc or cassette) of copyrighted music may be made from sound recordings owned by an educational institution or an individual teacher for the purpose of constructing aural exercises or examination, and may be retained by the educational institution or individual teacher. (This pertains only to the copyright of the music itself and not to any copyright which may exist in the sound recording.)

g. Educators may also use copyrighted music in classes and school performances for educational purposes, so long as the use does not have a profit-making intent or effect.

2. Educators are prohibited from doing the following –

a. copying to create, replace, or substitute for anthologies, compilations or collective works.

b. copying of or from works intended to be “consumable” in the course of study or of teaching, such as workbooks, exercises, standardized tests, answer sheets, and like material.

c. copying for the purpose of performance, except as in B(1)(a) above.

d. copying for the purpose of substituting for the purchase of music, except as in B(1)(a) and B(1)(b) above.

e. copying without inclusion of the copyright notice which appears on the printed copy.

C. Videos and Movies

1. Videos and movies may be viewed in the classroom if –

a. the video or movie is part of the face-to-face teaching activities;

b. the video or movie is viewed in a classroom or other place of instruction;

c. the video or movie is a lawfully made copy; and

d. the video or movie is a regular part of the instruction and is directly related to the teaching content.

2. Viewing of videos for entertainment purposes –

a. Schools can legally show copyrighted entertainment movies for non-teaching activities if they obtain a public performance site license.
b. Movie Licensing USA is the licensing agent for most of the major motion picture studios. It provides licensing to schools and public libraries so that entertainment movies may be used legally.

c. There are two types of licenses available:

   (i) Annual Movie Public Performance Copyright Compliance Site License (allows a school to use movies legally throughout the year for many non-teaching activities such as after-school programs, student rewards, holiday programs, etc.). This annual site license allows an unlimited number of legal exhibitions of all the entertainment movies currently being sold for “home use” through stores or catalogs. Price is based on your school’s enrollment.

   (ii) One-time, single Movie Public Performance Copyright Compliance Site License (allows a school to hold a one-time movie event).

d. Once a school is licensed, videos or movies can be obtained from a legal source, such as a video rental store, a public library, or a video owned by a teacher or a student’s parents.

e. These licenses do not permit entertainment movies to be used when an admission fee is charged, other than to cover costs. In lieu of charging an admission, you may “suggest donations” and/or provide concessions for a price.

3. Broadcast programs, including commercial and public television and radio, shall not be videotaped or tape recorded for reuse without permission, except within the following guidelines:

   a. A broadcast program may be recorded off-air simultaneously with broadcast transmission (including simultaneous cable re-transmission) and retained by the School for a period not to exceed the first 45 consecutive calendar days after date of recording. At the end of that retention period, off-air recordings shall be erased or destroyed.

   b. Off-air recordings may be used once by individual teachers in the course of relevant teaching activities and repeated once only when instructional reinforcement is necessary during the first ten consecutive school days within the 45-calendar day retention period. “School days” are actual days of instruction, excluding examination periods.

   c. Off-air recordings shall be made at the request of and used by individual teachers, and shall not be regularly recorded in anticipation of requests. No broadcast program shall be recorded off-air more than once at the request of the same teacher, regardless of the number of times the program is broadcast.

   d. A limited number of copies may be reproduced from each off-air recording to meet the legitimate needs of teachers under these guidelines. Each such additional copy shall be subject to all provisions governing the original recording. All copies of off-air recordings shall include the copyright notice on the broadcast program as recorded.
e. After the first ten consecutive school days, off-air recordings may be used up to the end of the 45-calendar day retention period only to determine whether to include the broadcast program in the teaching curriculum, and shall not be used in the District for student exhibition or any other non-evaluative purpose without authorization.

f. Off-air recordings need not be used in their entirety, but the recorded programs shall not be altered from their original content. Off-air recordings shall not be physically or electronically combined or merged to constitute teaching anthologies or compilations.

D. Multimedia Projects and Presentations

1. Students –

   a. Students may incorporate portions of lawfully acquired copyrighted works when producing their own educational multimedia projects for a specific course.

   b. Students may perform and display their own educational multimedia projects created for educational uses in the course for which they were created and may use them in their own portfolios as examples of their academic work for later personal uses, such as job and graduate school interviews.

2. Educators for Curriculum-Based Instruction –

   a. Educators may incorporate portions of lawfully acquired copyrighted works when producing their own educational multimedia projects for their own teaching tools in support of curriculum-based instructional activities at educational institutions.

   b. Educators may perform and display their own educational multimedia projects for curriculum-based instruction to students in the following situations:

      (i) for face-to-face instruction,

      (ii) assigned to students for directed self-study,

      (iii) for remote instruction to students enrolled in curriculum-based courses and located at remote sites, provided over the educational institution’s secure electronic network in real-time, or for after class review or directed self-study, provided there are technological limitations on access to the network and educational multimedia project (such as a password or PIN), and provided further that the technology prevents the making of copies of copyrighted material.

3. Educator Use for Peer Conferences –

   a. Educators may perform or display their own educational multimedia projects created under Section 2 of these guidelines in presentations to their peers, for example, at workshops and conferences.
4. Educator Use for Professional Portfolio –

   a. Educators may retain educational multimedia projects created under Section 2 of these guidelines in their personal portfolios for later personal uses, such as tenure review or job interviews.

E. Internet

1. Single or multiple copies of internet images may be printed for student projects and teacher lessons. In making any such copies, educators should follow the guidelines for using printed material.

F. Software

1. Educators or schools may make a backup copy of a computer program for archival purposes in the event the original copy is destroyed or damaged. This copy is not to be used on a second machine at the same time as the original. You may adapt a program to meet your needs, but you cannot copy, give away, or sell an adaptation of a program and you cannot make multiple copies of adaptations for instructional use.

2. Unless the software has a license that explicitly permits you to do so, you should avoid loading multiple computers with programs from one disk for use at the same time. The legal concept is “proliferation of simultaneous users,” and is designed to protect the copyright holder from loss of sales.

III. CONCLUSION

A. “Fair use” is a concept which should be a guidepost for educators.

B. Use of printed materials, videos, music, etc. for educational purposes generally will be considered permissible “fair use” of these materials.

C. Educators shall not –

   1. engage in profit-making activities using copyrighted material;

   2. commit piracy of any copyrighted material; and/or

   3. alter or manipulate such materials.

D. Schools may use videos, movies, music and other multimedia materials during –

   1. classroom instruction;

   2. school not-for-profit “movie nights,” so long as a public performance site license has been acquired;

   3. student/faculty performances; and

   4. other related school activities which are related to the educational mission of the school.
Schools and Facilities

Many schools and facilities in Coppell have developed nicknames or abbreviations over the years. The following lists the formal names that should be used in all external publications. Subsequent references can be shortened. The abbreviations ES, MS and HS may be used in internal publications.

Alphabetical Order

When listing the schools in alphabetical order, place the schools in order based on the last name of the campus namesake. W. H. Wilson Elementary School would be listed last. For internal publications, or when limited space deems it absolutely necessary, schools may be listed using their abbreviated name instead of the full, formal name. For example, Austin Elementary and Lee Elementary.

High Schools

**Coppell High School**  
Acceptable abbreviations: CHS  
185 West Parkway Boulevard  
Coppell, Texas 75019  
Main: 214-496-6100  
Fax: 214-496-6116  
Grades: 9-12

**New Tech High @ Coppell**  
Acceptable abbreviations: NTH@C  
113 Samuel Boulevard  
Coppell, Texas 75019  
Main: 214-496-5900  
Fax: 214-496-5906  
Grades: 9-12

**Victory Place @ Coppell**  
Acceptable abbreviations: VP@C  
550 North Denton Tap Road  
Coppell, Texas 75019  
Main: 214-496-8032  
Fax: 214-496-8027  
Grades: 9-12
Middle Schools

Coppell Middle School East
Acceptable abbreviations: CMS East
400 Mockingbird Lane
Coppell, Texas 75019
Main: 214-496-6600
Fax: 214-496-6603
Grades: 6-8

Coppell Middle School North
Acceptable abbreviations: CMS North
120 Natches Trace
Coppell, Texas 75019
Main: 214-496-7100
Fax: 214-496-7103
Grades: 6-8

Coppell Middle School West
Acceptable abbreviations: CMS West
1301 Wrangler Circle
Coppell, Texas 75019
Main: 214-496-8600
Fax: 214-496-8606
Grades: 6-8

Elementary Schools

Barbara S. Austin Elementary School
Acceptable abbreviations: Austin ES
161 South Moore Road
Coppell, Texas 75019
Main: 214-496-7300
Fax: 214-496-7306
Grades: PreK-5

Denton Creek Elementary School
Acceptable abbreviations: DCE
250 Natches Trace
Coppell, Texas 75019
Main: 214-496-8100
Fax: 214-496-8106
Grades: K-5

Cottonwood Creek Elementary School
Acceptable abbreviations: CCE
615 Minyard Drive
Coppell, Texas 75019
Main: 214-496-8300
Fax: 214-496-8306
Grades: K-5

Lakeside Elementary School
Acceptable abbreviations: Lakeside ES
1100 Village Parkway
Coppell, Texas 75019
Main: 214-496-7600
Fax: 214-496-7606
Grades: K-5
Elementary Schools

Richard J. Lee Elementary School
Acceptable abbreviations: Lee ES
8808 Chaparral Waters Way
Dallas, Texas 75019
Main: 214-496-7900
Fax: 214-496-7906
Grades: K-5

Mockingbird Elementary School
Acceptable abbreviations: MKB
300 Mockingbird Lane
Coppell, Texas 75019
Main: 214-496-8200
Fax: 214-496-8206
Grades: K-5

W. H. Pinkerton Elementary School
Acceptable abbreviations: Pinkerton ES
260 Southwestern Boulevard
Coppell, Texas 75019
Main: 214-496-6800
Fax: 214-496-6806
Grades: K-5

Town Center Elementary School
Acceptable abbreviations: TCE
185 North Heartz Road
Coppell, Texas 75019
Main: 214-496-7800
Fax: 214-496-7806
Grades: K-5

Valley Ranch Elementary School
Acceptable abbreviations: VRE
9800 Rodeao Drive
Coppell, Texas 75019
Main: 214-496-8500
Fax: 214-496-8506
Grades: K-5

W. H. Wilson Elementary School
Acceptable abbreviations: Wilson ES
200 South Coppell Road
Coppell, Texas 75019
Main: 214-496-7500
Fax: 214-496-7506
Grades: K-5

Other Facilities

Central Administrative Offices
Vonita White Building
200 S Denton Tap
Coppell, Texas 75019
Main: 214-496-6000
Fax: 214-496-6036

Brock Center
268 Southwestern Blvd.
Coppell, Texas 75019
Intervention Services: 214-496-6955
Special Education: 214-496-6955

Support Services Center
1303 Wrangler Circle
Coppell, Texas 75019
Accounts Payable: 214-496-6016
Business Office: 214-496-6006
Child Nutrition: 214-496-8050
Custodial Services: 214-496-8035
Facility Use: 214-496-8082
Maintenance: 214-496-8040
Print Shop: 214-496-8076
Purchasing: 214-496-6026
Technology: 214-496-6900
Transportation: 214-496-8078