



## **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.

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

**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
- City of Irving
- Coppell Chamber of Commerce
- Greater Irving-Las Colinas 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 for CISD students and offered:
  - a) by a current CISD employee, or
  - b) 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 Communications Office. 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:**

CISD cooperates with community groups and organizations that sponsor activities of an educational/enrichment nature for students, and meet the CISD Electronic and Printed Materials Guidelines, by distributing materials electronically via **Peachjar** ([www.peachjar.com](http://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.

Visit [www.peachjar.com](http://www.peachjar.com)

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

Your flyer will be automatically submitted to the district Communications Office. District staff will review the material and “Approve” or “Deny” based on the standards listed above. 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](http://www.peachjar.com) for service fee information.

### **Approval Guidelines for Printed Materials: (yard signs, posters, coupons, etc.)**

For approval of “other” materials (not flyers), e-mail an electronic copy of the yard sign, poster or coupon, etc...to Beth Robb at [brobb@coppellisd.com](mailto:brobb@coppellisd.com).

The following materials will **NOT** be approved for distribution:

- Information from non-profit agencies about fundraisers that **do not directly benefit CISD**.
- Information representing corporate or other for profit 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: Once approved** by the CISD Communications Office, signs may be made no larger than 18x24, and posted in the parent loop of each campus. Only two organizations will be approved to post two (2) signs on each campus at a time (not including “Game day” signs.) 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 may be placed on district property only, which is between the sidewalk and the building.

**\*Signs posted without approval may 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 Communications:** Electronic, Eblasts, or E-mail distribution groups, utilizing parent or student databases 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.