



## 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:**

- CISD campus Parent Teacher Organizations and Parent Teacher Student Organizations (PTOs and PTSOs)
- Coppell ISD Education Foundation
- Booster Clubs of CISD and campus parent clubs (ie. "Mavs Dads")
- Coppell Gifted Association (CGA)
- Boy Scouts and Girl Scouts of America
- Cities served by Coppell ISD
- Chambers of Commerce Coppell ISD holds membership
- Social service organizations that serve students of Coppell ISD
- 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, 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 materials must be pre-approved *and distributed* through the CISD Communications & Community Engagement Department.**

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

- Information representing corporate or other for-profit business interests.\*
- Information from third party, non-profit agencies
- Campus-affiliated support organizations, such as a PTO or Booster Club, about fundraisers that **do not directly benefit CISD.**
- 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)*

\*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.

## Electronic Flyers

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 criteria, 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, distribution has transitioned from paper to electronic flyer delivery.

### E-Flyer Distribution Process:

To request flyer approval, follow the steps below.

- Visit [www.peachjar.com](http://www.peachjar.com)
- Register as an Enrichment Provider (account type).
- Upload your flyer for approval.
- ALL flyers distributed through Peachjar must contain the following statement:  
"This organization and its activities are not related to, or sponsored by, Coppell ISD."



Flyers will be automatically submitted to the district Communications & Community Engagement Office for approval. 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 process 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 [Communications@coppellisd.com](mailto:Communications@coppellisd.com) with a description of dates and campus placement requested.

**Yard Signs:** Once approved by the CISD Communications & Community Engagement Office, signs may be made

- one-sided,
- no larger than 18x24 and
- posted in the parent loop of each campus requested. Organizations may place one (1) sign per elementary campus and two (2) signs per secondary campus.  
\*Only two organizations will be approved to post signs on each campus at a time (not including "Game Day" signs.)

Signs may be posted 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 campus property only, which is between the sidewalk and the building.

\*Posting at the three (3) administrative buildings is not allowed **except** for events benefiting all campuses and with special permission from the Communications and Community Engagement Office.

**\*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.

\*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).

\*Coppell ISD reserves the right to change or modify these guidelines as needed.

Revised: 9/2019