### ARTICLE 1 COMMUNITY RELATIONS (Series 1000)

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COMMUNITY RELATIONS

Community Engagement

The Lincoln Board of Education is committed to the principle of open, honest, responsible, two-way communication with its internal and external publics. In line with this commitment, the Board directs the Superintendent to conduct a comprehensive and ongoing community engagement program.

Last Revision: 2020-01-28
Original Adoption or Oldest Version: 2009-10-27
Related Policies and Regulations:
Legal Reference:
COMMUNITY RELATIONS

Community Engagement Plan

The Lincoln Public Schools shall annually develop a community engagement plan to inform parents and the community about school activities and academic trends.

The community engagement plan should be designed to disseminate information and encourage two-way communication with internal and external audiences to share the status and needs of Lincoln Public Schools and sustain partnerships with the community for the purpose of understanding and supporting the work of the District.

Informational materials for system-wide distribution will be developed annually by staff. These materials shall provide Districtwide information for parents and the public.

The Communications Department will coordinate districtwide building-level messages with principals and consult on messaging at individual buildings with the building principals who are responsible for providing information to students and parents.

Last Revision: 2020-01-28
Original Adoption or Oldest Version: 2009-10-27
Related Policies and Regulations:
Legal Reference:
COMMUNITY RELATIONS

Recording of Others

To ensure the privacy and confidentiality of student information, no person is authorized to record or transmit any sound or image of any person (including themselves) without the prior consent or authorization of either (1) the person or persons being recorded or whose image or sound is being transmitted or (2) the Superintendent or Superintendent’s designee, including but not limited to surveillance recording. Recording may also be done by authorized staff for purposes of child welfare (for example, to record images of injuries to students caused or believed to be caused by another person). Further, recording may be done in circumstances where recording is expressly permitted by law, such as recording a Board meeting during open session. The one-party consent law alone, however, does not justify a recording not otherwise authorized herein.

This prohibition applies to all persons, including staff, students and community members, regardless of the content or context of the image or sound; however, this provision shall not apply to District-sponsored athletic or activity events where the focus of the recording or transmission is on the student performances or activity. This provision also shall not apply to law enforcement officers or emergency responders who may make recordings in the performance of their duties.

Nothing in this provision shall prohibit the recording of an Individualized Education Program (IEP) meeting or Individual Family Service Plan (IFSP) meeting if the recording is necessary to ensure that the parent understands the IEP or the IEP process, the IFSP or IFSP process or to implement other parental rights guaranteed by the Individuals with Disabilities Education Act. Individuals recording in this circumstance shall inform all others present in advance that they are recording.

Original Adoption: 2018-10-09
Related Policies and Regulations: 1370.1, 3999, 3999.1, 5480, 6740
Legal Reference:
Neb. Rev. Stat § 86-290
Letter to Anonymous, 40 IDELR 70 (OSEP2003)
COMMUNITY RELATIONS

Production of Lincoln Public Schools Print, Broadcast, Electronic Media and Social Media

Print, broadcast, electronic media and social media produced by Lincoln Public Schools should reflect the highest standards of journalism and support the District’s responsibility of communicating with the community. Appropriate concern for economy in the use of materials and in material production shall be exercised so long as the materials used support effective communication and reaches the intended audience.

Reviewed and Affirmed by the Board: 2020-01-28
Last Revision: 2014-02-25
Original Adoption or Oldest Version: 2014-02-25
Related Policies and Regulations:
Legal Reference:
COMMUNITY RELATIONS

Advertising

Except as provided in this policy, the Lincoln Board of Education intends that its facilities and programs not be used as advertising or promotional media. However, the Board recognizes that modern production, packing and distribution methods make it all but inevitable that some instructional and ancillary materials will carry advertising or promotional slogans or underwriting language to which students will be exposed.

The Board directs that, where advertising or promotions are presented to students as a part of any school program or are present on any instructional or information materials, the overall benefits of the program or material to the student must clearly outweigh the advertising or promotional benefit contained therein.

The Board further directs that advertising or promotional materials on a limited basis in or on District facilities or grounds are permitted at public performance facilities, in non-instructional print material and on the District’s electronic media (website). Any such permitted activity, advertising or promotional materials shall be defined, regulated and approved by the Board. The advertising locations are hereby designated as nonpublic forums which are being opened for a limited purpose. The balance of the District’s facilities, grounds, programs and activities shall remain and are hereby designed as nonpublic forums.

Reviewed and Affirmed by the Board: 2020-01-28
Last Revision: 2017-06-27
Original Adoption or Oldest Version: 2009-10-27
Related Policies and Regulations:
Legal Reference:
COMMUNITY RELATIONS

Advertising

The following administrative procedures have been established for carrying out the Lincoln Board of Education’s policy on advertising in the schools:

1. The Board designates the Superintendent, designee and/or the Director of Communications as responsible for administering this regulation and seeking Board approval when appropriate.

2. Instructional materials which contain or display mention of the sponsoring or producing firm and/or the symbol or “logo” of that firm along with reasonable underwriting language may be approved by the Board or the Associate Superintendent for Instruction or a designee.

3. Informational materials from community agencies, organizations or firms containing or displaying mention of the sponsoring or producing firm and/or the symbol or “logo” of that firm along with reasonable underwriting language may be approved for distribution by the Board or its designee.

4. When materials intended for use by or distribution to students contains advertising or promotional messages beyond the name of the producing or sponsoring firm or the “logo” of such firm and/or underwriting language, that material must be submitted to and approved by the Board or its designee.

Lincoln Public Schools is the sole determiner of whether language and messaging fits within these underwriting regulations. Underwriting language used in Lincoln Public Schools electronic or print media, including but not limited to, audio, video and web publications will adhere to the following general guidelines:

a. Underwriting messages may include the name and logo of the commercial entity proceeded or followed by a brief phrase similar to “… has provide the support for this school project” or “Support for this school project comes from …”

b. Underwriting messages may identify the company or organization through use of the following:
   - Established slogans that identify but do not promote services
   - Contact information
   - Value-neutral description of the commercial entity
   - Identifying tradename, products or services
COMMUNITY RELATIONS

Advertising (Continued)

c. Underwriting messages may not include the following or any other similar messaging:
   - Superlatives ("X company is best, biggest, newest")
   - Calls to action (direct or implied)
   - Inducements to buy, rent or lease
   - Qualitative or comparative language ("Our service is faster than ")

d. Underwriting language must fit the space, time and scope that is agreed upon as part of the partnership with Lincoln Public Schools.

5. Advertising or promotional materials in or on District facilities or grounds shall be limited to public performance facilities, non-instructional print material and the District’s electronic media (website), which permitted activity shall be defined, regulated and approved by the Board or its designee.

   a. Because instruction is the primary purpose of schools, and recognizing that students are required to be in attendance in classrooms during regular school hours, no advertising or promotional materials shall be allowed in classrooms except as may be permitted herein.

   The advertising locations are hereby designated as non-public forums, which are being opened for a limited purpose. The purposes are limited to those authorized by the Board, which include advertising goods and services consistent with the District’s educational mission and school purposes. The Board shall be the sole and final decision maker on such permitted and non-permitted activity, and the specific terms and conditions upon which permitted activity may occur.

   b. Non-permitted advertising or activity would be anything of a nature or intent that is obscene, profane, vulgar, prurient, defamatory, abusive, impolite, controversial or which contains sexual content or sexual overtones or is otherwise not suitable for children or which is discriminatory, or which promotes services not suitable for minors, or other messages which are otherwise not legally permissible or of poor production quality, as such shall be determined within the sole discretion of the Board or its designee. The types of goods and services, which are generally considered non-permissible for advertisement, and for which the non-public forums are not opened for limited and controlled advertising purposes, include, without limitation, the following:

   - Tobacco (Tobacco means any tobacco product (including, but not limited to, cigarettes, cigars and chewing tobacco), vapor products (such as e-cigarettes), alternative nicotine products, tobacco product lookalikes and products intended to replicate tobacco products either by appearance or effect)
COMMUNITY RELATIONS

Advertising (Continued)

- Liquor and other alcoholic beverages and products
- Firearms and all other forms of weaponry
- Condoms, prophylactics and other birth control devices, products and programs
- Pornographic and other adult publications
- Pornographic and other adult video, audio and computer content
- Illegal drugs and drug paraphernalia
- Since permitted advertising is limited to goods and services, it is not intended to open the District or its facilities or grounds to advertising outside the scope of goods and services, such as political advertising or advertisements promoting particular personal or religious beliefs, or to controversial topics or positions.

6. Food and beverage marketing is defined as advertising and other promotions in schools. This term includes, but is not limited to the following:
   a. Brand names, trademarks, logos or tags, except when placed on a physically present food or beverage product or its container.
   b. Displays, such as on vending machine exteriors.
   c. Corporate brand, logo, name or trademark on school equipment, such as marquees, message boards, scoreboards or backboards (Note: immediate replacement of these items are not required; however, districts will replace or update scoreboards or other durable equipment when existing contracts are up for renewal or to the extent that it is financially possible over time so that items are in compliance with the marketing policy.)
   d. Corporate brand, logo, name or trademark on cups used for beverage dispensing, menu boards, coolers, trash cans and other food service equipment; as well as on posters, book covers, pupil assignment books or school supplies displayed, distributed, offered or sold by the District.
   e. Advertisements in school publications or school mailings.
   f. Free product samples, taste tests or coupons of a product, or free samples displaying advertising of a product.

Date of Last Revision: 2017-06-27
Revised: 2017-02-15
Revised: 2014-07-07
Related Policies and Regulations:
Legal Reference: Neb. Rev. Stat. § 71-5716 to 5734 (Nebraska Clean Air Act)
COMMUNITY RELATIONS

Advertising — Publications

1. Student publications may accept advertising provided that the principal or designee establishes standards and maintains control.
   a. The district will establish protocols regarding student solicitation of advertising for student publications to be followed by publications of staff and students.
   b. These protocols will be reviewed annually and shared with staff at the beginning of each school year.

2. Examples of advertising which are not acceptable:
   a. Liquor, tobacco or drugs;
   b. Theatrical attractions, except as specifically approved by the Superintendent or designee;
   c. Lotteries or other events carrying an element of chance;
   d. Advertising which has a sexually suggestive, obscene, defamatory or potentially disruptive context or which uses profane language.
COMMUNITY RELATIONS

Advertising — Fund-Raising Activities

Within District policies and regulations, the principal is responsible for approving student participation in fund-raising activities. If questions arise about the appropriateness of a given activity, the principal is expected to consult with the Superintendent or designee who, in turn, may seek reactions from the Superintendent’s Executive Committee and the Lincoln Board of Education.

The criteria for granting approval are as follows:

1. Commercial entities may be listed in programs to acknowledge donorship. Fund-raising activities for individual schools may involve the purchase or sale of services or a product of a commercial entity.

2. Offers by commercial entities to provide services or products to students, including offers which require or provide incentives to patronize a particular place of business or to purchase or use a specific product, are subject to approval by the school principal or the Superintendent or his/her designee.

Standards for Fund Raising

A fund-raising project undertaken by any school-related group should meet the following criteria:

1. Be undertaken only to achieve the purposes of the group,

2. Have educational, social or recreational value,

3. Create goodwill for the group and/or the school,

4. Involve children and youth only as an outgrowth of regular school work or as a constructive use of leisure time,

5. Have the approval of school officials,

6. Comply with local, state and federal laws,

7. Comply with the District’s advertising regulations,
COMMUNITY RELATIONS

Advertising — Fund-Raising Activities

Standards for Fund Raising (Continued)

8. Not allow students to solicit funds through door-to-door sales or solicitations of donation,

9. The activity should not exploit students for sectarian, partisan, political or commercial purposes and

10. Procedures used for the handling of monies should conform with District-approved bookkeeping and money management practices.

Sales and Fundraising in Schools

Sales in schools shall be subject to the following guidelines:

1. Control of sales before, during and after school is in the hands of school principals or designees who are responsible for maintaining compliance with sales and fundraising policies and regulations.

2. All sales of food and beverages shall comply with District nutrition and wellness policies and regulations.

3. The school shall not function as a retail business except within the following guidelines:
   a. Items sold should be limited to those having a special school function or identification and be approved by the building principal or designee.
   b. Other items may be approved on request through the Office of the Superintendent.
   c. Schools are authorized to establish book stores for the sale of paperbound books.
COMMUNITY RELATIONS

Advertising — Fund-Raising Activities

Sales and Fundraising in Schools (Continued)

In general, fundraising projects approved in student activities regulation or by the Associate Superintendent for Instruction will be based on consideration of the value of the activity for the student. The following are examples of approved activities:

- Recreational games
- Film festivals
- Carnivals
- Flea market or garage sales
- Dances
- Sales of approved items

The following activities are not approved as fundraising activities:

- Raffles
- Car bashes (or other comparable destructive activity)
- Direct solicitation of money
- Slave days

Date of Last Revision: 2017-02-22
Date Regulation Reviewed: 2014-07-07
Revised: 2012-08-22
Related Policies and Regulations: 
Legal Reference:
COMMUNITY RELATIONS

Distribution of Printed Material

Distribution of printed material on school property is prohibited if such distribution:

1. Interferes or reasonably can be forecast to interfere with the educational or administrative operation of schools;
2. Involves obscene material;
3. Involves material likely to incite the readers of the material to take destructive action; or
4. Is solely or primarily commercial or business advertisement or solicitation of funds.

Distribution of materials inside school buildings must have prior authorization from the Superintendent or designee and the building principal.
COMMUNITY RELATIONS

Distribution of Community Service Information

The Lincoln Public Schools will cooperate, to a reasonable extent, with community, nonprofit agencies in distributing information about enrichment opportunities made available by these organizations to students and parents. The Lincoln Public Schools distributes a publication as an opportunity for nonprofit organizations to distribute information to students and families. Any commercial advertising included in this publication will be in a separate section from the enrichment opportunity information. On approval of the Superintendent or designee, limited distribution of nonprofit flyers to no more than three schools may be approved for student activities within a neighborhood.
COMMUNITY RELATIONS

Distribution of Community Service Information

The following administrative regulations have been established for carrying out the Lincoln Board of Education’s policy on the distribution of community service information.

1. The Superintendent or designee or Director of Communications is responsible for management of these regulations and approval of all materials to be distributed through the Materials Distribution Process.

2. The following entities may have the opportunity to request that their materials be distributed to students through the Materials Distribution Process. Staff members shall be notified in advance of materials approved for distribution.
   a. Youth activities which are supported by other governmental bodies.
   b. Other activities sponsored by other governmental bodies.
   c. Youth activities sponsored by nonprofit community agencies and organizations.
   d. Nonprofit community agencies and organizations.
   e. Patrons who live within the district.
   f. Any other applicants.

3. “The Community News” is an opportunity for nonprofit organizations to distribute information to students and families. Any commercial advertising included in this publication or in any other Lincoln Public Schools method of distribution, will be in a separate section from the enrichment opportunity information or District or school messaging.

4. Representatives of agencies wishing to distribute information through the schools will be required to follow procedures established to ensure a minimum disruption of staff members’ normal work.

5. Materials containing art or composition which risk disrupting the educational environment due to their lewd, vulgar or inappropriate nature will not be approved for distribution. Materials will be considered inappropriate if they amount to proselytizing, electioneering or lobbying.

6. Community service information will be distributed only on specified dates. The available dates for distribution will be announced. These dates will normally allow no more than one distribution per semester during the regular school year. Distributions will cease beginning one week before dismissal of school at the end of the school year and not begin again until one week after the start of the new school year.
COMMUNITY RELATIONS

Distribution of Community Service Information

7. All community services publications must contain the following disclaimer: “This event is a privately-sponsored event that is neither sponsored nor endorsed by the Lincoln Public Schools.”
COMMUNITY RELATIONS

Media Releases

The Lincoln Board of Education is committed to the use of a variety of media for keeping the public continuously informed concerning school operations, curriculum, budget, special events and other items of public interest.

Last Revision: 2019-05-28
Original Adoption or Oldest Version: 2009-10-27
Related Policies and Regulations: 
Legal Reference:
COMMUNITY RELATIONS

School News Releases

The Superintendent or designee will be the media liaison person for coordinating the release of information concerning the school system and actions of the Lincoln Board of Education. The principal of each school will be responsible for providing newsworthy communication to various news outlets related to his or her school. The Communications Department will assist schools in sharing news with the local news media. The Communications Department will be responsible for working with the local news media and promoting Districtwide information.
COMMUNITY RELATIONS

Online Media Accounts and Posts

Social media is a method for facilitating communication directly from Lincoln Public Schools staff and organizations to the community that shares everything from the daily learning in the classroom to presentation of special events. The regulations provide guidance for online posting that mirrors existing media release guidelines written specifically for online media posts.

Overall online media posting philosophies:

- It is easier to maintain an audience – and post consistently – if we work together to post to a few accounts rather than many individual accounts. We recommend that staff members contribute to their school’s main account rather than creating their own.
- We also understand that some organizations and clubs prefer to communicate to their audiences through social media if significant traffic can be maintained on these communications channels.
- While social media can supplement communications, it should not be the only way we communicate with our families and community. Staff should use other District-approved communication channels such as, but not limited to, Synergy (parent emails and LMS pages), School Messenger, Google Classroom and the District and school websites.

Definitions:

An Online Media Account provides access to forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages and other content (such as videos).

An Online Media Post is the submission of user-generated content such as text or comments, digital photos or videos, graphic images, emoji and data generated through all online interactions or the forwarding or sharing of such submissions.

An LPS-related account is one established by a staff member and named in such a way to identify it as sharing information about a staff member’s professional work, classroom activities and/or other LPS-related events. These accounts are not official LPS accounts, but staff shall take added precautions to distinguish between the educator’s personal and institutional views while posting to this LPS-related online media account.

Online Media Channels/Accounts

- Each school may have an official account only on online platforms approved by the Director of Communications or designee.
COMMUNITY RELATIONS

Online Media Accounts and Posts

Online Media Channels/Accounts (Continued)

- If approved by the building principal and the Director of Communications or designee, high school and middle school clubs and organizations may have their own online account.
- Individual staff members may not present their individual LPS-related accounts as official online media posts for the District.
  - Since individual staff member accounts are not official accounts, staff may not require students or parents to access their social media account for student instruction or classroom information.
  - If staff members share information about curriculum, learning or activities occurring at their schools, they are responsible for following appropriate laws and LPS policies and regulations regarding the use of student records and images online as well as applicable human resources policies.

Online Media Account Names

- School account(s) will include the school’s name and/or mascot.
- School clubs and organizations who are approved to open online media accounts will include a reference to the school’s name and/or mascot in the account name along with a reference to the club or organization.
- It is not required, but the District asks that staff do not use the District’s name or the school or mascot name in the name of their online LPS-related media account to avoid any confusion with their personal accounts and the District’s or school’s official accounts. Staff may use their name and/or the name of the class. For example: Mrs. Johnson’s English Classes, 6B English with Jane Doe.

Online Media Account Administration

- Overall right to approve and remove approval for online media accounts rests with the Director of Communications or designee.
- School, club and organization account(s) will be administered by the school’s administration team and/or staff members designated by the principal.
COMMUNITY RELATIONS

Online Media Accounts and Posts

Online Media Account Administration (Continued)

- All District, school and club or organization account names, login and current password(s) shall be kept on file with LPS Communications. Any updates to accounts must be communicated to the LPS Communications Department on the same business day as the update is made.
- Passwords to District, school, club or organization accounts may only be shared with individuals approved to administer the account and may never be shared with a non-LPS employee, including students.

For staff using LPS-related online media accounts

- The name of the account should not use the school’s name or mascot but can use the teacher’s name and/or the name of the class. For example: Mrs. Johnson’s English Classes, 6B English with Jane Doe.
- Teachers should not require students or parents to use social media as a means of communication.
- Staff shall take added precautions to distinguish between the educator’s personal and institutional views while posting to this online media account.
- All LPS policies and regulations about staff use of online media accounts with students still apply.

District, School, Club and Organization

- Posts should contain official District, school, club or organization information only.
- Solicitation for fundraisers should not be posted on the school’s main social media sites. Announcements of timelines, important dates and results of fundraisers can be shared.
- Do not tag any non-LPS accounts in online media unless the account is an official partner of the District involved in the content of the post. Never tag an individual’s account in a post.
- Make sure we have permission to post photos/videos of all students featured – just as we would with other channels of LPS communications such as websites.
- Make sure you are not violating any copyright or licensing agreements.
- All posts should reflect/model appropriate school behavior with students following our rules and guidelines.
COMMUNITY Relations

Online Media Accounts and Posts

online Media Account Administration (Continued)

Recommendation to Teachers Posting to Personal LPS-related Online Media Accounts:

- To avoid the risk of misrepresenting LPS, staff shall take added precautions to distinguish between the educator’s personal and institutional views while posting to this online media account. Posts should be of a professional nature and not mix in personal, political or religious views.
- Make sure you have permission to post photos/videos of all students featured.
- Do not tag students’ accounts in the post.
- Students are not allowed to post content or control these accounts.
- Make sure you are not violating any copyright or licensing agreements.

Original Adoption: 2019-05-01
Related Policies and Regulations: 4780, 4780.1
Legal Reference:
COMMUNITY RELATIONS

Annual Report

The District shall prepare and distribute to the residents of Lincoln an annual report that provides information regarding student performance, District demographics and the financial status of the District. The annual report must meet all the requirements of Nebraska Department of Education Rule 10. In the reporting of student performance, steps shall be taken to ensure the confidentiality of the performance of individual students.

The annual report shall include other information about the District as determined by the Superintendent or designee.

Reviewed and Affirmed by the Board: 2020-01-28
Last Revision: 2009-10-27
Original Adoption or Oldest Version: 2009-10-27
Related Policies and Regulations: NDE Rule 10
Legal Reference: NDE Rule 10
COMMUNITY RELATIONS

Print, Broadcast and Electronic Media

The Lincoln Board of Education invites and welcomes the active participation of newspapers, magazines, radio, television and other mass media of communication in promoting the importance of quality public education in the Lincoln Public Schools and elsewhere.

Suggestions and advice from representatives of such media as how best to facilitate the flow of information to them by the Board and personnel of the school system are welcomed and solicited.
COMMUNITY RELATIONS

Publications, Radio and Television

Staff members and students who represent the Lincoln Public Schools through media sources should have prior permission from the Superintendent or designee, who should obtain full information concerning the presentation.

The principal may assign the responsibility to a staff member for informing communications media of all worthwhile school activities. Other staff members should be informed that suggestions for such releases must be channeled through this individual.

The Communications Department will assist staff members in contacting and utilizing news and other media and will provide technical assistance as needed. That office will be the primary source of media contact regarding Lincoln Board of Education and school district activities.

In keeping with the requirements of this regulation, school district personnel are expected to cooperate with the news media. Principals are authorized to restrict newsgathering efforts if there appears to be an attempt to exploit students or interfere with classroom instruction.

Appropriate parental permission must be obtained prior to the use of student pictures and/or media interviews and must not interfere with student learning and classroom instructional activities.

Date of Last Revision: 2017-02-22
Revised: 2016-11-11
Date Regulation Reviewed: 2014-02-25
Revised: 2009-10-27
Related Policies and Regulations:
Legal Reference:
COMMUNITY RELATIONS

Coverage of Board Meetings

Representatives of the news media are encouraged to attend meetings of the Lincoln Board of Education. Meeting announcements, agendas, summaries of the minutes for each meeting and other related supporting documents will be furnished to news media representatives.

Reasonable advance publicized notice of the time and place of each meeting shall be given by means of a public notice in the Lincoln Journal Star or Omaha World Herald newspapers or posting on the District website and e-meetings at http://www.lps.org/about/board/ and by delivery of notice and/or the agenda to news media reporters.
COMMUNITY RELATIONS

Lincoln Board of Education Meetings

Meetings Open to Public and Press

All meetings of the Lincoln Board of Education are open to the public except for closed sessions permitted by law.

All Board committee meetings are open to the public except for closed sessions in the discretion of the committee.
COMMUNITY RELATIONS

Responsibilities of the Lincoln Board of Education

It is the responsibility of the Lincoln Board of Education to listen to comments and suggestions from citizens in the community.

Board members individually are encouraged to refer compliments, suggestions and criticism about District operations to the Superintendent for consideration and action. The Superintendent may refer such matters to appropriate administrators. Comments affecting policy may be referred to the appropriate Board committee for consideration.

Last Revision: 2020-01-28
Original Adoption or Oldest Version: 2009-10-27
Related Policies and Regulations:
Legal Reference:
COMMUNITY RELATIONS

School-Community Associations

Each school is encouraged to maintain a parent or parent/community advisory organization. This organization can be a Community Learning Center’s School Neighborhood Advisory Council.

The Director of the Community Learning Centers or designee will provide support and oversight of the School Neighborhood Advisory Council. The Board encourages the Communications Department to act as a District contact point to provide information and support to assist parent or parent/community advisory organizations to best support school and students and comply with District policies and regulations.

Among the many services which such organizations can offer, the Board especially encourages any assistance which they can give in developing and maintaining volunteer programs in the schools.

Representatives and members of parent and community organizations shall, in all circumstances, be treated with respect and courtesy.
COMMUNITY RELATIONS

School-Community Associations

The Communications Department will coordinate with other Lincoln Public Schools departments to assist school parent and parent/community organizations in working with schools to meet the District’s mission and strategic goals and comply with District policies and regulations.

The Communications Department will assist in providing informational and/or organizational resources to this end to parent and parent/community organizations in print and/or online formats.

Reviewed and Remains in Effect as Written: 2017-01-10
Date of Last Revision: 2014-02-25
Related Policies and Regulations:
Legal Reference:
COMMUNITY RELATIONS

Citizens’ Ad Hoc Committees to the Board of Education

Citizens’ Ad hoc committees should be appointed by the Lincoln Board of Education only when there is a definite function to be performed.

Specific topics for study or well-defined areas of activity shall be assigned in writing to each committee immediately following its appointment.

Upon completing its assignment, each committee either shall be given new assignments or shall be dissolved promptly. No committee shall be allowed to continue for prolonged periods without a definite assignment.

Reviewed and Affirmed by the Board: 2020-01-28
Last Revision: 2009-10-27
Original Adoption or Oldest Version: 2009-10-27
Related Policies and Regulations:
Legal Reference:
COMMUNITY RELATIONS

Citizens’ Ad Hoc Committees to the Board of Education

Resources

Ad hoc committees shall be encouraged to draw upon a wide variety of resources both inside and outside the school system. Each committee shall be particularly encouraged to draw upon the talents of other local residents and to recommend to the Lincoln Board of Education the official appointment of any such additional members as the committee desires.

The Superintendent or his/her designee shall appoint a member of the professional staff to assist each committee in carrying out the work assigned to it by the Board.

Expenditure of District funds by any ad hoc committee shall be made only upon approval of the Superintendent or his/her designee and recommendations to the Board.

Each committee shall be instructed as to:

1. the length of time each member is being asked to serve.
2. the service the committee is to render.
3. the resources provided to help the committee complete its job.
4. the approximate dates on which the committee is to submit reports.
5. the time and place of meetings.
6. the Board policies governing citizens’ committees to help clarify relationships.
7. the committee’s relationships with the Superintendent or his/her designee and with the other members of the professional staff.
8. the approximate dates on which the committee will disband and on which individual members’ terms will expire.

Publicity

All public announcements concerning the organization, membership, operation, recommendations and dissolution of such committees shall be made at such a time and in such manner as the Board may choose.
COMMUNITY RELATIONS

Citizens’ Ad Hoc Committees to the Board of Education (Continued)

Prospective Members and Appointments

The Superintendent or his/her designee shall maintain a list of those citizens and staff members who have served on advisory committees, who are currently serving, who have expressed a willingness to serve, and who have been or appropriately might be recommended for such service.

All appointments of staff members to citizen’s ad hoc committees shall be made by the Superintendent or his/her designee.

The organization of the ad hoc committee should be conducted in a manner approved by the Board.
COMMUNITY RELATIONS

Citizens’ Ad Hoc Committees to the Superintendent

Citizens’ Ad hoc committees should be appointed by the Superintendent only when there is a definite function to be performed.

Specific topics for study or well-defined areas of activity shall be assigned in writing to each committee immediately following its appointment.

Upon completing its assignment, each committee either shall be given new assignments or shall be dissolved promptly. No committee shall be allowed to continue for prolonged periods without a definite assignment.

Reviewed and Affirmed by the Board: 2020-01-28
Last Revision: 2009-10-27
Original Adoption or Oldest Version: 2009-10-27
Related Policies and Regulations:
Legal Reference:
COMMUNITY RELATIONS

Citizens’ Ad Hoc Committees to the Superintendent

Resources

Ad hoc committees shall be encouraged to draw upon a wide variety of resources both inside and outside the school system. Each committee shall be particularly encouraged to draw upon the talents of other local residents and to recommend to the Superintendent the official appointment of any such additional members as the committee desires.

The Superintendent shall appoint a member of the professional staff to assist each committee in carrying out the work assigned to it by the Lincoln Board of Education.

Expenditure of District funds by any ad hoc committee shall be made only upon approval of the Superintendent and recommendations to the Board.

Each committee shall be instructed as to:

1. the length of time each member is being asked to serve.
2. the service the committee is to render.
3. the resources provided to help the committee complete its job.
4. the approximate dates on which the committee is to submit reports.
5. the time and place of meetings.
6. the Board policies governing citizens’ committees to help clarify relationships.
7. the committee’s relationship with the Superintendent and with the other members of the professional staff.
8. the approximate dates on which the committee will disband and on which individual members’ term will expire.

Publicity

All public announcements concerning the organization, membership, operation, recommendations and dissolution of such committees shall be made at such a time and in such manner as the Board may choose.
COMMUNITY RELATIONS

Citizens’ Ad Hoc Committees to the Superintendent (Continued)

Prospective Members and Appointments

The Superintendent shall maintain a list of those citizens and staff members who have served on advisory committees, who are currently serving, who have expressed a willingness to serve, and who have been or appropriately might be recommended for such service.

All appointments of staff members to citizen’s ad hoc committees shall be made by the Superintendent.

The organization of the ad hoc committee should be conducted in a manner approved by the Superintendent.

Reviewed and Remains in Effect as Written: 2017-01-10
Date Regulation Reviewed: 2009-10-27
Related Policies and Regulations:
Legal Reference:
COMMUNITY RELATIONS

Volunteers

The Lincoln Board of Education encourages the use of community resources and citizens to assist in furthering the educational program.
COMMUNITY RELATIONS

Volunteers

The public schools staff should be active in locating and contacting people in many areas of interest to serve as volunteer resource persons in the classroom. The principal shall be kept informed of all volunteers being solicited for the building.

The School District will establish volunteer levels based on contact with students and supervision by Lincoln Public Schools staff and develop a process to register and supervise volunteers based on these levels.

Lists of such individuals should be maintained in each school. An evaluation of the effectiveness of each volunteer should be maintained.

A message of appreciation should be sent to those members of the community who contribute to the program of the school after each presentation or consultation.

The principal may be asked from time to time to provide the Superintendent with a summary of the extent and effect of the use of volunteers.
COMMUNITY RELATIONS

Visits to the Schools

The Lincoln Board of Education recognizes the importance of community support for the public schools and that citizens have legitimate reasons to visit schools. It also recognizes the importance of maintaining a safe and secure learning environment. Therefore, the Board encourages members of the community to visit the schools provided District security procedures are followed and the visit does not interfere with instruction and the normal operation of the school.

Reviewed and Affirmed by the Board: 2020-01-28
Last Revision: 2009-10-27
Original Adoption or Oldest Version: 2009-10-27
Related Policies and Regulations: 
Legal Reference:
Community

Visits to the Schools

Staff members should:

1. encourage visitors;
2. provide for appropriate hospitality for visitors;
3. channel expressions of approval as well as criticism to the Board;
4. insure that such visits will enhance the effect of the educational program;
5. insure that District security procedures are followed.

Reviewed and Remains in Effect as Written: 2017-01-10
Date of Last Revision: 2009-10-27
Related Policies and Regulations:
Legal Reference:
COMMUNITY RELATIONS

Political Activity

The Lincoln Board of Education recognizes political activity in our democratic society as legitimate and necessary. The Board will, at its discretion, take positions on political issues which are likely to affect educational process, but not on non-educational political issues. The Board intends that its positions on proposed legislation be effectively communicated to the Nebraska Legislature and other governmental entities. The Board may also direct the Superintendent to prepare legislation for introduction on its behalf.

In order to guard against placing students or staff members under undue pressure to adopt particular positions on political issues, the Board directs that employees avoid using their positions or their access to school materials or facilities for such purpose or for solicitation, promotion, recruiting or to otherwise work for the election or defeat of any candidate for public office or to influence the outcome of an election or a decision by a governing body on a political issue. Specifically, employees are restricted from the use of the following for such purposes:

1. Their position, whether as an instructor or as a leader or supervisor of other employees
2. Classrooms, buildings or facilities
3. Students
4. School equipment, materials or mailing or other school communication systems.

These restrictions do not apply to employees who are engaged in authorized lobbying activities on behalf of the District. The restrictions also do not apply to the distribution of employee-association correspondence or newsletters in the normal course of association business, even though those communication media may contain information concerning adopted positions of the association on political issues.

Last Revision: 2019-10-22
Original Adoption or Oldest Version: 2009-10-27
Related Policies and Regulations: 4730
Legal Reference:
COMMUNITY RELATIONS

Political Activity

Information and Advocacy

The Superintendent is responsible for relations with the Nebraska Legislature and other governmental entities impacting Lincoln Public Schools. The Superintendent will designate an administrator to serve as the registered lobbyist for the Lincoln Public Schools. The lobbyist will annually prepare an information and advocacy plan for presentation to the Lincoln Board of Education.

Last Revision: 2019-10-22
Original Adoption or Oldest Version: 2014-02-25
Related Policies and Regulations:
Legal Reference:
COMMUNITY RELATIONS

Political Activity

Prohibited – Permissible Election Activities

I. PURPOSE: The purpose of this regulation is to provide direction and guidelines to the Board and District employees on what are prohibited and permissible activities in connection with any local, state or national election.

II. DEFINITIONS:

A. Election shall mean any local, state or national primary, general, special or other election requiring a popular vote of the electors held in this state or a convention or caucus of a political party held in this state to nominate a candidate. Election shall include a vote on a ballot question.

B. Ballot question shall mean (a) any question which is submitted or which is intended to be submitted to a popular vote at an election, including, but not limited to, a question submitted or intended to be submitted by way of initiative, referendum, recall or judicial retention, whether or not it qualifies for the ballot and (b) any question which has been submitted to a popular vote at an election as a result of the legislative action or adoption of a resolution by a political subdivision to place an issue or issues on the ballot.

C. Candidate shall mean any individual who is a candidate for an elective office.

D. Public resources shall mean personnel, property, resources or funds under the official care and control of the Board or a District employee.

III. GUIDELINES: Except as otherwise provided herein, the Board or a District employee shall not use or authorize the use of public resources for the purpose of campaigning for or against the nomination or election of a candidate or the qualification, passage or defeat of a ballot question.

A. This regulation does not prohibit the Board or a District employee from making government facilities available to a person for campaign purposes if the identity of the candidate or the support for or opposition to the ballot question is not a factor in making the government facility available or a factor in determining the cost or conditions of use.

B. This regulation does not prohibit the Board from discussing and voting upon a resolution supporting or opposing a ballot question.
COMMUNITY RELATIONS

Political Activity

Prohibited – Permissible Election Activities (Continued)

C. This regulation does not prohibit the Board or a District employee under the direct supervision of any public official from responding to specific inquiries by the press or the public as to his or her opinion regarding a ballot question or from providing information in response to a request for information.

D. This regulation does not prohibit, in the normal course of their duties, the Board or a public employee under the direct supervision of the Board from using public resources to research and prepare materials to assist the government body in determining the effect of the ballot question on the government body. This section does not authorize mass mailings, mass duplication or other mass communications at public expense for the purpose of qualifying, supporting or opposing a ballot question. Mass communications shall not include placing public records demonstrating the consequences of the passage or defeat of a ballot question affecting the government body on existing websites of such government body.

E. Nothing in this regulation prohibits the Board from campaigning for or against the qualification, passage or defeat of a ballot question or the nomination or election of a candidate when no public resources are used.

F. Nothing in this regulation prohibits a District employee from campaigning for or against the qualification, passage or defeat of a ballot question or the nomination or election of a candidate when no public resources are used. Except as otherwise provided in this section, a District employee shall not engage in campaign activity for or against the qualification passage or defeat of a ballot question or the nomination or election of a candidate while on government work time or when otherwise engaged in his or her official duties.

G. Nothing in this regulation prohibits the Board or a District employee from identifying himself or herself by his or her official title.

Original Adoption: 2019-10-22
Related Policies and Regulations: 1310, 1310.1, 3970, 3970.1, 3970.2, 3970.3, 4730, 4770, 4780
Legal Reference: §§49-1401 to 49-14,142 (Nebraska Political Accountability and Disclosure Act) and §49-14,101.02
COMMUNITY RELATIONS

Soliciting Funds from School Personnel

School facilities are not to be used to collect for charities except as specifically recommended by the Superintendent or designee and approved by the Board.

The District and its personnel may choose to collectively participate in limited fundraising for charities. Staff are encouraged, but not required, to participate in charitable fundraising. No individual shall be coerced into participating.

Last Revision: 2020-01-28
Original Adoption or Oldest Version: 2009-10-27
Related Policies and Regulations: 4740
Legal Reference:
COMMUNITY RELATIONS

Soliciting Funds from and by Students

Any solicitation or charity campaign to be conducted in any school must be approved in advance by the principal of the school. Districtwide solicitations or charity campaigns must be approved by the Superintendent or designee. Sanctioned solicitations should not interfere with the instructional program.
COMMUNITY RELATIONS

Use of District Facilities or Name in Soliciting Funds

Any fund-raising activity conducted by any organization using Lincoln Public Schools facilities or using the District’s name in solicitation of donations must have prior approval of the Lincoln Board of Education.

This policy does not apply to school-related fund-raising activities by student, teacher or parent organizations.
COMMUNITY RELATIONS

Solicitation of Funds by Nonprofit Organizations Requesting the Use of District Facilities

Any charitable organization wishing to use the District’s facilities for the purpose of soliciting funds must receive prior approval of the Lincoln Board of Education. This regulation does not apply to school fund-raising activities of student, teacher or parent organizations. The request is to be made in writing to the Office of the Superintendent. In making a recommendation to the Board, the staff will consider whether:

1. the club or organization originating the fund raiser is located in and maintains a permanent business address within the District;

2. a designated coordinator is named on the request for the purpose of having a point of contact;

3. all funds collected, less reasonable operating expenses, from any such fund-raising activity will be used for charitable purposes;

4. if the request is approved, the organization shall include a statement that the Lincoln Public Schools is not endorsing the said named charity and has no affiliation with the event.
COMMUNITY RELATIONS

Access to School Procedures and Materials

Operating procedures, records and publications developed in or for the Lincoln Public Schools shall be made available to outside non-profit or profit organizations for use or distribution, but the District reserves the right to charge a fee for such distribution. Except for materials developed under contract or grant, no outside organization shall be granted exclusive access to or control over the material made available to it.
COMMUNITY RELATIONS

Use of Students for Non-School Projects

Students are not to be used for promotion efforts for commercial sales or political or religious appeals as a part of any School-District-sponsored activity. Approved third parties may be allowed to take images and/or audio of students participating in school-sponsored activities for sale or distribution to the parents and other interested persons. Students may elect to participate in charitable or humanitarian efforts through student clubs or activities.
COMMUNITY RELATIONS

Use of Students for Non-School Projects

Photographing, Audio or Video Recording Students

Photographs, audio and video images of students to be used in news releases or for publication and information office purposes require a notification of parents/guardians.

Schools are not authorized to take pictures, audio or video of students or allow pictures, audio or video to be taken for resale or distribution purposes. With the permission and knowledge of the principal, officially recognized parent organizations may sponsor pictures for resale or distribution provided that:

1. No significant amount of instructional time is involved,
2. The project does not depend on teacher time for completion, and
3. The principal is involved in reaching any contractual agreements with the photographer.

Schools are authorized to take and/or make photographs, audio or video for student publications within the student activities guidelines.

Interviewing Students

The Lincoln Public Schools encourages the news media to view schools as a vital source of news for the public. The Lincoln Board of Education believes the Lincoln Public School District has an obligation to communicate with the public about the education of children and about how tax dollars are being spent. The Board also believes that staff and administration cooperation with news media is necessary to such communication efforts.

At the same time, it is a regulation of the Lincoln Public Schools to manage school buildings as places of business for students and for staff. Principals are directed not to release students from class for media interviews except as a part of an arrangement made in advance which insured that the student’s instruction will not be disrupted and the student’s right to privacy are not abrogated. Such arrangements can be made with the building principal who has the final determination on all building visitation. As with all visitors, news media representatives are asked to report to the building office before any meeting with staff or students.
COMMUNITY RELATIONS

Use of Students for Non-School Projects

Interviewing Students (Continued)

In the case of elementary schools, the building control of interviewing is expected to extend to the playgrounds and total building site. Secondary students are presumed capable of making their own decisions regarding interviews outside the regular school time and outside the school building itself; but if they do not wish to be interviewed, the school authorities will endeavor to prevent the interview on school grounds.

Date of Last Revision: 2017-02-22
Date Regulation Reviewed: 2015-08-25
Revised: 2009-10-27
Relates Policies and Regulations:
Legal Reference:
COMMUNITY RELATIONS

Community First Responders

Educational programs designed to make students sensitive to the need for and the practice of good safety habits may be sponsored jointly by the Lincoln Public Schools and the city and county first responders. The school staff and administrators should cooperate with city and county first responders as much as possible without interfering with the safety, mission and purpose of the school district.

Last Revision: 2020-01-28
Original Adoption or Oldest Version: 2009-10-27
Related Policies and Regulations:
Legal Reference:
COMMUNITY RELATIONS

Federal Government

Funds for educational purposes made available by the federal government will be accepted by the Lincoln Public Schools so long as the conditions of their availability are consistent with the purposes and policies of the District and of the state statutes.

Reviewed and Affirmed by the Board: 2020-01-28
Last Revision: 2009-10-27
Original Adoption or Oldest Version: 2009-10-27
Related Policies and Regulations: 3200.1, 3200.12
Legal Reference:
COMMUNITY RELATIONS

Federal/State Grants

All staff members wishing to apply for a federal or state special grant are to submit their request to the Associate Superintendent for Instruction or designee for review.

All grants will be reviewed for compliance with District instructional and fiscal needs. If the staff member’s application is approved by the federal or state, he/she will be held responsible to see that all reports are filed as required. Principals, consultants and department heads will be responsible to ensure that all District staff members are informed.

Date of Last Revision: 2017-02-22
Date Regulation Reviewed: 2009-10-27
Related Policies and Regulations:
Legal Reference:
COMMUNITY RELATIONS

Parental Involvement in Federally-Funded Programs

Parents of students eligible for federally-funded programs will be given adequate opportunity to participate in the design and implementation of the project as designated in specific program regulations.

The Director of Federal Programs will hold annual, but separate, public meetings to receive comments from parents who have students in any of the federal programs the Lincoln Public Schools may be operating.

Reviewed and Remains in Effect as Written: 2017-01-10
Date Regulation Reviewed: 2009-10-27
Related Policies and Regulations: Federal Regulations
Legal Reference: Sections 556 (b) (3) and (e)
ECIA Chapter 1
Section 1304.5 OCD Notice N-30-364-4
COMMUNITY RELATIONS

Relations between Area, State, Regional and National Associations and Schools

Membership in recognized associations will be maintained by the Lincoln Public Schools for several reasons, such as:

1. the in-service education benefits to staff and the Lincoln Board of Education which come from participation in meetings, conferences, clinics, and conventions;

2. access to the communication media of such associations, such as newsletters, periodicals, and advisory services;

3. representation in actions affecting education in general and the School District in particular.

The Superintendent is authorized to budget funds for such memberships, and to pay the costs of adequate participation of staff in the activities of such associations to achieve the purposes listed above.

The Lincoln Public Schools may cooperate with professional educational organizations for the improvement of education.

The Board will maintain memberships in national and state school boards associations and will encourage its members to participate in activities of those agencies.

Reviewed and Affirmed by the Board: 2020-01-28
Last Revision: 2014-02-25
Original Adoption or Oldest Version: 2009-10-27
Related Policies and Regulations:
Legal Reference:
COMMUNITY RELATIONS

Relations between Private Educational Organizations and the Schools

The Lincoln Board of Education recognizes the need for and the worth of cooperative relationships with other schools, colleges and educational organizations, including private and parochial schools. It encourages members of the school staff to work with their counterparts in such organizations on educational matters within the framework established by the statutes, state regulations and Board policy.

Reviewed and Affirmed by the Board: 2020-01-28
Last Revision: 2009-10-27
Original Adoption or Oldest Version: 2009-10-27
Related Policies and Regulations:
Legal Reference:
COMMUNITY RELATIONS

Relations with Colleges and Universities

Lincoln Public Schools will cooperate with post-secondary institutions in areas which have the potential to increase the effectiveness of teacher preparation or staff development or which directly improve the local instructional program.

Reviewed and Affirmed by the Board: 2020-01-28
Last Revision: 2009-10-27
Original Adoption or Oldest Version: 2009-10-27
Related Policies and Regulations:
Legal Reference:
COMMUNITY RELATIONS

Cooperative Arrangements with Other School Districts

Lincoln Public Schools will work cooperatively with other school districts in selected programs which can be better carried out in cooperation than by single districts acting alone.
COMMUNITY RELATIONS

Non-LPS Participation in LPS Staff Development Activities

The Director of Continuous Improvement and Professional Learning has authority to make available the Lincoln Public Schools staff development activities to certified staff currently employed by approved public or non-public schools in Lancaster County under the following circumstances:

1. Activities will continue to be planned and conducted by the Lincoln Public Schools staff development office to meet Lincoln Public Schools needs as is presently the practice.

2. Certified staff from public and non-public schools may participate in designated activities on a space available basis.

3. A cost plus fee structure will be established.

4. In advance of certain designated activities, certified staff members of approved public and non-public schools in Lancaster County may be advised of opportunities and related costs.

Reviewed and Remains in Effect as Written: 2017-01-10
Date of Last Revision: 2014-02-25
Related Policies and Regulations:
Legal Reference:
COMMUNITY RELATIONS

Business/Foundation/Philanthropy Grants

Funds made available through business, foundation or philanthropic sources for educational purposes will be recommended by the Superintendent or designee and accepted by the Board of Education, so long as the conditions of their availability are in accord with the purposes and programs of the District goals.

Reviewed and Affirmed by the Board: 2020-01-28
Last Revision: 2009-10-27
Original Adoption or Oldest Version: 2009-10-27
Related Policies and Regulations:
Legal Reference:
COMMUNITY RELATIONS

Business/Foundation/Philanthropy Grant Review

The Office of the Superintendent is to be informed as early as possible of any intent to request funds from a business, foundation or other philanthropic organizations for the benefit of the Lincoln Public Schools.

The department or staff member intending to apply for a grant is to provide the following information:

1. purpose of the grant
2. the name of the organization from which funds are requested
3. the anticipated date of the request

Staff members are requested to inform the Associate Superintendent for Instruction or his/her designee of all requests for grants. The Executive Committee will review all proposals for approval prior to submitting requests to the Lincoln Board of Education.

Date of Last Revision: 2017-02-22
Date Regulation Reviewed: 2009-10-27
Related Policies and Regulations: 
Legal Reference: