

MONTGOMERY COUNTY BOARD OF EDUCATION POLICY COMMITTEE

March 20, 2012

The meeting was called to order at 2:34 p.m. with the following Board members and Board staff present: Pat O'Neill, (chair), Chris Barclay, Shirley Brandman, Alan Xie, Suzann King (staff assistant), and Glenda Rose (recorder).

Guest Board Members: Michael Durso.

Legal Counsel: Judy Bresler.

Other staff present: Stephanie Williams, Harriet Potosky, Lori-Christina Webb, Diane Mohr, Robin Confino, Brian Edwards, and Cathy Pevey.

Observer: David Fishback

The minutes from the January 17, 2012, committee meeting were approved.

Policy CNA, Informational Material and Announcements

Ms. Bresler provided legal background on the development of the current policy, including a description and outcome of court cases.

The committee reviewed the attached survey of school staff regarding flyer distribution. It was noted that there are more flyers distributed in the elementary school with relatively few in the middle and high schools. The committee discussed the methods of flyer distribution, the burden of the flyer distribution process on staff given staff reductions and budget cutbacks, the evolution of technology which has caused a change in how people communicate information, the availability of other communication vehicles, differences in flyer distribution between elementary and secondary levels, and how flyers distributed at the secondary level generally do not make it home to parents.

After a discussion, the committee decided to:

- Recommend to the Board that flyer distribution be eliminated at the secondary level, except for the entities currently enumerated in the policy (i.e., MCPS; federal, state, or local governmental entities; national affiliated PTAs operating with MCPS and MCCPTA; and parent-teacher organizations at special education schools and alternative centers that operate in lieu of national affiliated PTAs). The committee will request that the Board schedule tentative action on this policy on April 30, 2012, and final action in June so that any changes would be in effect for the next school year. The committee also will recommend that there be an evaluation at the end of the 2012-2013 school year regarding any effects of the policy change.

- Ask staff to make revisions to Policy CNA to eliminate flyer distribution by other entities at the secondary level and bring the revised policy back to the April 17, 2012, committee meeting.
- Ask staff to provide information at the April 17, 2012, meeting concerning the flyer distribution activities of the larger area school systems, as well as any other concerns staff may have about the proposed changes to Policy CNA.

(The Policy Committee meeting was subsequently changed to April 18, 2012.)

The meeting ended at 3:57 p.m.

Survey on Nonprofit Organization Flyers Distributed by Schools*
For the period July 1, 2011 to March 5, 2012

Survey Participation

All Schools	156/200	78%
High Schools	19/25	76%
Middle Schools	30/38	79%
Elementary Schools	105/131	80%

Noteworthy

- 17 of 19 (89%) of responding high schools reported distributing 10 or fewer flyers**. Taking into consideration the number of students enrolled, the amount of time spent distributing flyers was 6 hours or less in 17 of 19 (89%) of responding high schools.
- At the middle school level, 24 of 30 (80%) of responding schools reported distributing 20 or fewer flyers**. Time spent distributing flyers varied considerably, probably due to the number of flyers and school enrollment.
- Elementary schools reported the widest range in the number of flyers distributed, from fewer than 10 to more than 75**. The distribution range was considerable:
 - 27% of reporting elementary schools distributed 0-10 flyers **
 - 32% of reporting elementary schools distributed 11-20 flyers **
 - 30% of reporting elementary schools distributed 21-40 flyers **
 - 11% of reporting elementary schools distributed 41 or more flyers **

Bucking the trend

- One middle school reported saving paper and sending all flyers out as part of the principal's e-newsletter. One elementary school reported the same approach using the PTA's electronic newsletter.

An informally gathered list of flyers as submitted by the responding elementary schools identified 232 flyers/organizations that accessed one or more of the flyer distribution opportunities**. Responding middle schools identified 84 flyers/organizations that accessed one or more of the flyer distribution opportunities **, and responding high schools identified 14**.

The most frequent and consistent users of the flyer forum are organizations seeking student participation in after school activities including Boy Scouts/Girl Scouts, sports activities, and arts activities.

*Survey was administered and data compiled by the Office of Shared Accountability.

**Due to the informal nature of the survey, duplicate flyers/organizations may be included.