# South Bend Community School Corporation Communications Guide

# Introduction

# Communications Guide

Effective communication builds strong links between schools, parents, staff, and community. Internal and external communications require the ongoing management of honest, two-way channels between the corporation and our stakeholders. Clear, consistent communication establishes a positive, cohesive image. This handbook offers valuable guidelines for developing communications and supporting materials that will help you reach audiences at the right time and in the right way. Use these guidelines to effectively deliver the message of South Bend Schools. Our communications team is here to support every individual who is part of the corporation in all capacities. Our team works closely with the media and provides various marketing and communication services and strategies for both internal and external audiences.

# The purpose of this guide is to ensure that:

- The corporation speaks with a unified, effective voice on issues involving corporation policy and regulation, matters of interest to the corporation and its stakeholders, and situations of a potentially controversial or sensitive nature.

- Accurate and complete information is communicated both internally and externally

- All media are given equal access

- Students' privacy is protected

- Students, parents, and employees' time is used appropriately and effectively

# What we do

The Office of Communications is the liaison between the news media and the district. The communications team also manages the weekly administrative news bulletin, directories, press releases, the corporation website, social media, and general creative work. We serve as a resource to help maintain a positive view of the corporation, and we handle contacts with the news media. Principals and staff should send information to the Office of Communications regarding the release of routine news items and information concerning events, personnel, students, and programs in their schools. Principals must notify the Superintendent's Office, their supervisor, or the Communications Office as quickly as possible in the event of an emergency situation and/or a situation that might warrant media attention.

# Meet the team

# Who we are

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# Media relations practices

# Overview

A member of the SBCSC communications team will be present at any time members of the media visit one of our schools. Media representatives should contact the Office of Communications prior to any school visit. If for some reason the media call your school and want to interview or photograph an employee or student, please direct them to the communications team.

**REMEMBER**

- If the Office of Communications receives a request for a visit, or wishes to invite the media to a particular building, the building administrator will be notified in advance.
- Like all visitors, media representatives must check in at the front office before proceeding. No photographing, videotaping, or interviewing should take place anywhere on school property without the permission of the Office of Communications and/or principal.
- Members of the media will be accompanied by a member of the communications team, the building principal, or his/her designee.
- The media may film without permission **outside of the school as long as they are not on school grounds.** Should you be aware of any filming outside of your building, contact the Office of Communications.

# Interviews

The Department of Communications is happy to provide media training for any staff member. Feel free to schedule a time, and training can take place at your school, either one-on-one or with a small group. Meantime, the following are some tips to keep in mind when talking with media:

- We can request questions in writing.

- Think through the questions and formulate your answers ahead of time.

- Develop two or three main points you want to communicate. Keep them simple, and say them often. Stay on-message. The communications team is always available to help formulate key talking points.

- Talk from the viewpoint of your audience.

- Don't use educational jargon.

- If you don't want a statement quoted, don't make it. Be aware media can use "off the record" information.

- State the most important fact(s) first.

# Information that should never be shared with the media:

- Student discipline issues

- Student records (except information designated as directory information)

- Investigations or pending litigation

- Personnel matters or incidents related to specific employees

- Labor negotiations or contract terms

- Plans, programs, or operations that have not yet been publicly announced

- Emails

- Pictures (without permission)

- Health information

SBCSC operates in compliance with the Family Educational Rights and Privacy Act, or FERPA. This law allows students and parents to opt-out of the release of certain information about students including photographs. Certain information called "Directory Information" may be released if a parent has not opted out.

# Newsworthy stories

TYPES OF NEWSWORTHY STORIES + PROMOTION

# Types of newsworthy stories:

**LOCAL**

What are you doing at your school that could impact South Bend? Are you helping others, providing insight into something new, providing inspiration to our youth, etc.? Is this also tied to national efforts?

**TIMELY**

We want to help share your story before it happens. Call the Office of Communications with plenty of time so that we can be the first to break the news.

**VISUAL**

Think about the types of images you see in newspapers, on social media, and on television. What will students be doing? What can be seen? How will the photos and video promote the good we do?

**UNIQUE**

How is your story idea different? Every idea has potential. Sometimes small stories have big lessons and meaningful outcomes.

# How do we promote these stories?

Our team sends requests and press releases to local news outlets, strategically places news stories in both print and broadcast media, and creates content for websites and social media. We also share information with parents and staff via the bulletin and quarterly newsletter.

**NEWS OUTLETS FREQUENTLY RECEIVING OUR STORY IDEAS ARE:**

- WSBT 22
- WNDU 16
- ABC 57
- WNIT (PBS)
- South Bend Tribune

# FERPA

OVERVIEW

# Overview

To protect students' rights to privacy, the South Bend Community School Corporation operates in compliance with the Family Educational Rights and Privacy Act, also known as FERPA. This law allows students and parents to opt-out of the release of certain information about students, including photographs. The annual "Back to School Handbook" covers media photographing and videotaping of students in positive educational activities and instructs parents to notify the school if they wish to withhold permission. Principals should be aware of students whose parents have expressly denied permission for this type of information to be released and should notify teachers and activity sponsors accordingly.

**WHAT YOU NEED TO KNOW ABOUT STUDENT INFORMATION:**

- Students have the right to decline being photographed or interviewed.
- If you're ever unsure, please contact any member of the Communications Department.

Health information regarding a student as well as a student's educational record are not to be released. For more information on FERPA, head to: www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html?

# Crisis communication

OVERVIEW + MEDIA GUIDELINES

# Overview

No matter the situation, we want you to feel prepared for anything from a communications point of view. We will be with you every step of the way to ensure that our community feels informed and that our students feel safe.

Please take the time to review your building's crisis and safety communication plans with your principal and appointed SROs. Make sure all building floor plans and escape routes are updated, printed, and placed visibly throughout the building.

# Media guidelines during a crisis:

All news inquiries are handled by the Office of Communications. Your focus will be on your students and staff during the emergency. We will designate an area for reporters.

- Media will be asked to wait and stay in this area.

- Media will be provided with frequent updates and potential interviews as soon as information is available or when the Communications Department sees fit.

- Remember that when talking to a reporter, there is no such thing as "off the record."

- Withhold the names of any possible victims involved until families have been contacted.

- If a student or staff member is involved in a non-legal incident, a reporter may ask for a yearbook photo. Such requests can be honored by the Communications Department, as yearbooks and their contents are considered public documents.

If there is no spokesperson on the scene, please contact a member of the Communications Department, who can either craft talking points for you or can respond directly to the reporter.

# Etiquette

TELEPHONE + EMAIL

# Telephone etiquette

**IN THE EVENT YOU NEED TO DEAL WITH AN ANGRY CALLER:**

· If you need to place the caller on hold, you should explain to them why they are being placed on hold. This will prevent callers from becoming more frustrated and feeling insignificant.

· Take notes or document the call in another way. Call logs are beneficial in any organization.

· Paraphrase what you think the caller is saying. Restate the problem as you understand it, and remember to ask for clarification if you don't understand.

· Avoid negative phrases such as: "Can't," "The only thing we can do," "That is our policy," "No," "Why didn't you," "You should have," "Just calm down," "You need to…"

· Ask callers for their help in resolving the problem. Doing so will help them feel valued because you care enough to "partner" with them in resolving the situation.

· If you need to get back to a caller with information, be sure you do it or have the appropriate person follow up with them.

# Email etiquette

Our email messages are a matter of public record.

**DO:**

• Take another look before you send a message.

• Be concise and to the point.

• Answer all questions from a sender.

• Respond in a timely fashion.

• Revert to a phone call if the situation requires a more in-depth conversation.

• Maintain confidentiality and FERPA rules.

• Always include a signature.

• Always include a polite salutation and sign off.

• Set up an "out of office" automatic responder when you are out.

**DON'T:**

• Hit "reply all" when not necessary.

• Send one-lined, short-toned responses.

• Use jargon or slang.

• Email about a tense situation.

• Leave the subject line blank.

• Type in capital letters or use excessive punctuation.

# Email signatures

**YOUR EMAIL SIGNATURE SHOULD READ AS FOLLOWS:**

Your Name

Title

South Bend Community School Corporation

Office phone, cellular phone, fax number (if applicable)

Street address

Please do not add inspirational / motivational quotes to your signature or use fonts outside of those outlined in the brand standards. Do not add quotations, logos, or images unless designated by the corporation.

# Social media

OVERVIEW + PUBLIC USE + EMPLOYEE USE + APPROVAL PROCEDURE + TERMS OF USE + PROHIBITED AND PERSONAL USE + STAFF-STUDENT RELATIONS + VIOLATIONS + TRAINING + EXEMPTIONS

# Overview

Corporation leaders recognize the importance of social media as a communications tool. However, they also acknowledge misuse of social media can have a significant negative impact on students, staff, the community, and the corporation.

1. The content managers for each school's social media site shall provide the login information to the Office of Communications.

2. Content managers and their associated social media sites are prohibited from:

    a. Promoting or endorsing any illegal activity.

    b. Promoting or endorsing violence against any person or persons.

    c. Disclosing information that is confidential or proprietary with respect to the school corporation, students, or employees, or that is protected by privacy laws, including but not limited to FERPA.

    d. Expressing opinions on topics not directly related to the educational mission of the school corporation.

    e. Promoting or endorsing any political issues, candidates, or for-profit organizations.

    f. Posting images of employees taken within the workplace without the employees' consent.

    g. Posting images of students for whom parents have signed and returned a media denial form.

    h. Posting student work without written parental consent, except for work that does not contain student identifiable information or for which publication will not diminish the student's intellectual property rights.

# Public use of social media

Social media sites sponsored by SBCSC have been created to afford the community an opportunity to receive and share information concerning our schools and the achievements of students and staff. Consistent with the purpose of these social media sites and the educational mission of the school corporation, it is reasonable to expect that community members participating in this dialogue will exercise good judgment. SBCSC reserves the right to delete or "hide" posts by community members on its social media sites that are in violation of the expectations above or when determined by the superintendent or communications director to be in violation of the terms. Robust public discussion is inhibited by comments that are profane, obscene, harassing, threatening, inflammatory, defamatory, or otherwise outside the boundaries of appropriate public discourse.

# Employee Use

The South Bend School Corporation Board of Directors (the Board) recognizes that social media have become an important means of communication with potential pedagogical value. Social media can serve as a powerful tool to enhance education, communication, and learning. This policy sets forth expectations for school employees when using social media for school-related and personal purposes. Employees are expected to preserve the integrity of the learning environment and shall maintain professional boundaries with students at all times.

"Social media" technology and/or internet-based tools for sharing and/or discussing information among users and includes, but is not limited to, web pages, social networking sites and applications, blogs, forums, educational applications accessible through the web and/or through applications on phones, computers, and/or tablets, image sharing applications, and social news sites. Some common examples include: Facebook, Twitter, YouTube, Google, Wikipedia, Instagram, Snapchat, Yik Yak, and Pinterest and Slack. District-sponsored sites without external visibility such as Google Classroom are educational by definition and are thus not considered social media for the purposes of this policy.

South Bend Community School Corporation staff should be aware that any information shared privately with a recipient could be redistributed by such recipient without knowledge or consent. Please keep in mind that nothing posted online is ever truly "private."

# Approval procedure for school-related social media

The use of social media for school-related purposes requires pre-approval in accordance with this policy.

A school employee who desires to use social media for school-related purposes shall submit a proposal and request for approval to their building principal/supervisor and superintendent/designee. Proposals for the school-related use of social media should include: the name of the social media service; information about what, if any, information the service collects and/or what would be provided to the service; an articulated educational purpose for the service. Applications must also indicate how use of social media is appropriate to the students' ages, level(s) of understanding, and range(s) of knowledge. Use of social media with students is limited to grades six and higher.

The building principal/supervisor and superintendent or designee may approve the proposal, deny it, or approve it with modification. Their decision shall be final. Any later modifications to a proposal that has been approved must be approved again by the building principal/supervisor and superintendent or designee. The building principal/supervisor and superintendent or designee may withdraw their approval at any time for any reason. Code GBEEA-approved proposals for the school-related use of social media shall be re-submitted for review annually. School-related social media do not create, nor are they intended to create, a public or limited public forum.

# Terms of use

The school-related use of social media approved in accordance with this policy shall be subject to the following terms and conditions:

1. Content on approved social media shall at all times comply with school unit policies and procedures as well as with any applicable state and federal laws (including confidentiality laws).

2. School employees shall only use their district-provided (i.e. work-issued) email addresses and not their personal email address(es) for approved social media. Employees must use a district-approved texting service to text students. If a district-approved texting service is unavailable, then employees may use personal texting services to text students. The superintendent will annually review the availability of texting services.

3. The principal or designee may monitor student use of approved social media and shall remove content that violates school unit policies, procedures, and/or state or federal laws. Any inappropriate use of approved social media shall be reported to building administration and the technology director.

4. The school unit, including, but not limited to, the superintendent or designee, may monitor any approved social media for compliance with applicable policies, procedures, and/or laws, and take action in the event of non-compliance, including, but not limited to, removing offending information and/or posts and/or prohibiting users from continuing to use the social media at issue. Employees have no expectation of privacy on approved social media, which may be searched at any time in accordance with applicable laws and policies/procedures.

# Terms of Use

5. All approved social media, and uses thereof, must protect student and employee privacy as required by applicable state and federal laws and SBCSC policies and procedures.

> a. At no time shall personal information about students or any other information that is confidential under state or federal law appear on approved social media unless a signed Parent/Guardian Agreement to Publish Student Information Form is on file for the student for the current school year.

> b. Approved social media will also not include any information that indicates a physical location of students that is not otherwise publicly available information (e.g., scheduled and publicized interscholastic sports contests) at any given time.

> c. The only personal information about employees that should appear on approved social media are the employee work-issued email addresses and/or telephone numbers.

6. All use of approved social media must follow any terms of use for the particular social media being used.

7. All approved social media must provide a link back to the official South Bend Community School Corporation's website if providing forms, documents, access to online services available through the SBCSC website, school policies, and procedures, and/or other information needed to conduct business with the school corporation.

8. Approved social media must clearly demonstrate that it is monitored by the school corporation and that any use must comply with all applicable district policies, procedures, and rules.offending information and/or posts and/or prohibiting users from continuing to use the social media at issue. Employees have no expectation of privacy in approved social media, which may be searched at any time in accordance with applicable laws and policies/procedures.

# Prohibited and personal uses and content

**PROHIBITED USES AND CONTENT**

A list of unacceptable uses and content guidelines for approved social media are included in the "Prohibited Uses" section of the Acceptable Use Policy IJNDB.

**PERSONAL USE OF SOCIAL MEDIA**

The Board understands that many school employees use social media for personal purposes on personal time. Employees shall keep their professional social media presence separate from their personal social media. Employees shall not use work time, school unit technology, or their work-issued email address for the personal use of social media.

When using personal social media, employees shall in no way claim to represent the school, school activities, club, district, or unit.

School employees are expected to exhibit professional decorum on social media and shall not engage in conduct that violates Board policies, procedures, and guidelines. In addition, their use of social media should not adversely affect their capacity to serve as a role model for students or distract from or disrupt the educational process or the operation of their school.

# Staff-student relations

School employees are prohibited from "friending" students other than their own children or children with whom they have a family relationship or are engaged with through an outside organization such as Scouts or a church group. Employees also are prohibited from engaging students in any other interactions on social networking sites or digital applications (outside of any school-approved activity).

Employees are prohibited from texting students below the ninth grade or students whose parents or legal guardians have opted the student out of texting as a means of staff-student communication, except where the staff believes it's necessary for the safety or well-being of the student.

Employees are prohibited from establishing inappropriate personal relationships with students.

Examples of inappropriate relationships include, but are not limited to: employees fraternizing or communicating with students as if employees and students were peers; texting students from personal phones, calling students on personal cellphones, or allowing students to make personal calls to them unrelated to homework, classwork, or school activities (such as sporting events, clubs, etc); sending inappropriate pictures to students; and engaging in sexualized dialogue, whether in person, by phone, via the internet, or in writing.

# Violations

Violations of this policy may result in the withdrawal of approval to utilize social media for school purposes and/or disciplinary action, depending on the circumstances of each case.

# Training of staff

The superintendent/designee will be responsible for communicating the content of this policy to staff annually and providing appropriate training on this policy.

# Exemptions

SBCSC Adult Education is exempt from this policy.

Cross Reference:

Employee Computer and Internet Use

Employee Computer and Internet Use Rules

SBCSC Website

SBCSC Website Guidelines

Student Computer and Internet Use

Student Computer and Internet Rules

Student Education Records and Information

# Social media
# tips for school
# content managers

FACEBOOK + TWITTER + IN GENERAL

# Facebook

- Post with a photo. You are guaranteed to receive more interaction.

- Share a link. Direct people to your school's website or provide a link to additional resources on the topic.

- Be concise. Posts below 250 characters tend to get more thorough readership.

# Twitter

- Post with a photo. You will receive more retweets with a photo.

- Use hashtags carefully. Too many hashtags will make the post look too "busy" and will therefore reduce readership or retweets. The most commonly used hashtags for our corporation are: #SBCSC #TeamSouthBend

- Focus on quality over quantity. Keep it short and use keywords.

# In general:

- Be careful when resizing a photo. Do not stretch the photo to the point of diminished quality.

- Post consistently. Create a schedule of posts and be sure to keep up with it. Your page will have a better following with consistent posting of content.

- Be careful with internet images. When using Google images, search for the image you'd like to find → Click "Search Tools" → Click "Usage Rights" → Select "Labeled for reuse" or "Labeled for noncommercial reuse. "

# Logo usage guidelines

LOGO + USAGE + COLORS + TYPOGRAPHY + OFFICIAL SEAL

# Logo

**LOGO WITH TAGLINE**

The formal version of the logo to be used when expression of the pillars is important in the communique.

**LOGO WITHOUT TAGLINE**

The logo can be displayed without the tagline where deemed appropriate.

**MINIMUM HEIGHT**

The smallest the logo should be represented is 1" high.

# Logo

### BLACK + WHITE OPTION

The logo may be shown using 100% black with or without the tagline.

### BLUE OPTION

The logo may also be displayed with or without the taglineusing one of the blue color formats outlined in the Color section.



SCHOLARSHIP • DIVERSITY • COMMUNITY

# Logo

## CLEAR SPACE

To ensure legibility and prominence, always keep a minimum clear space around the logo. Doing so isolates the logo from other competing graphics, logos or text.

The minimum clear space is defined as the height of the "SB" in the center of the logo.

# Usage

**GUIDELINES**

A. Do not rotate logo.

B. Do not stretch or distort logo.

C. Do not place elements in clear area around logo.

D. Do not resize any single part.

E. Do not add graphics to logo.

F. Do not add or change official colors.

G. Do not contain the logo in a box when placed on a background.

H. Do not place logo with tagline on busy or dark backgrounds.

A.


B.


C.


**CLEAR ZONE VIOLATION**

D.


E.


F.


G.


H.

# Colors

BLUE

RED

YELLOW

| PANTONE | 2766C |
| --- | --- |
| CMYK | C 100, M 96, Y 37, K R |
| RGB | 17, G 28, B 78 |
| HEX | 141B4D |

| PANTONE | 187C |
| --- | --- |
| CMYK | C 23, M 100, Y 88, K 15 |
| RGB | R 170, G 208, B 44 |
| HEX | A6192E |

| PANTONE | 122C |
| --- | --- |
| CMYK | C 0, M 17, Y 85, K 0 |
| RGB | R 255, G 208, B 64 |
| HEX | FED141 |

# Typography

LOGO + TAGLINE FONT

ROCKWELL REGULAR

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

# Professional practices

OVERVIEW + PHONE CALL + VOICEMAIL

# Overview

Every employee should understand that he or she is a representative of the corporation and responsible for providing professional customer service. South Bend Schools is known for innovative programs and curriculum for our students, and you're part of this proud team.

When we think about customer service, we often envision certain individuals or departments as the ones solely responsible for providing that service. In South Bend Schools, everyone is a provider of customer service. Our reputation for service and courtesy depends on each and every one of us. Parents, co-workers, students, members of the community, and volunteers get their impression through your actions, words, behavior, dress, work area, and much more. Please keep the following in mind to ensure positive experiences for all of our stakeholders.

# Answering a phone call:

- Greet the caller by stating the name of your school/department and introducing yourself.

  When possible, answer your telephone by the third ring.

- Callers should be transferred only when absolutely necessary. Before transferring, tell the caller who you are transferring them to and why.

- Every employee should try to maintain the "one-minute hold" rule.

- If you have a caller and visitor at the same time, make eye contact with the visitor to acknowledge their presence.

- Be patient with callers who speak another language. Allow them ample time to speak, and remember that they are trying to translate their message from their native language into English and are doingtheir best to communicate their concerns.

- At the end, confirm your understanding of the conversation and any actions you will take.

# Voicemail:

- If you are going to be away from your desk for half a day or longer, be sure to change your voicemail to note the dates of your absence and date of your return.

- Employees are expected to respond to voicemail messages within 48 hours, or preferably within the same day.

- Your voicemail greeting should include:

  - Your name and department.

  - The timeframe of when you will return the call.

  - The name and phone number of someone else in your department who can provide immediate assistance in time-sensitive or emergency situations.

# Commonly used
# terms and acronyms

**53 TERMS + ACRONYMS**

**504**

Individual plan for students with specific disorders or medical issues

**ABE**

Adult Basic Education

**ACC**

Annual Case Conference

**ACT**

Exam many colleges use for admissions decisions

**ADA**

Average Daily Attendance

**ADM**

Average Daily Membership

**ADVANCED PLACEMENT (AP)**

Program sponsored by the College Board through which high school students can earn college credit and advanced college placement

**AFSCME**

American Federation of State, County & Municipal Employees

**APE**

Adapted Physical Education for students with special needs

**APPROVE**

Interim alternative placement for students with disabilities

**ARTICLE 7**

Indiana special education law

**AS400**

Computer system used by SBCSC

**ASD**

Autism Spectrum Disorder

**ASSESSMENT**

Comparison made between what should have been accomplished and what has actually been accomplished

**AT**

Assistive Technology

**AT-RISK**

Student facing special challenges to academic success

**AYP**

Annual Yearly Progress

**BENDIX BUILDING**

Adult education facility

**BEST**

Special education services provided to students who require intense behavioral intervention

**BIP**

Behavior Intervention Plan

**BLV**

Blind/Low Vision

**BOY**

Beginning of Year

**BRIDGES**

K-3 students engaged in cognitive, perceptual & sensory exercises

**CAP**

Corrective Action Plan

**CCC**

Case Conference Committee to develop individual education plan for students with disabilities

**CASADAY COSTUME COLLECTION**

Costume collection named after James Lewis Casaday, located at LaSalle Academy

**CCSS**

Common Core State Standards

**CEIS**

Coordinated Early Intervening Services

**CHIRP**

Children and Hoosiers Immunization Registry Program

**CLEAR CHOICES**

Substance abuse prevention program

**COMPASS LEARNING**

Educational software correlated to support instruction of the Indiana Academic Standards

**CORE 40**

High school diploma designation with higher academic requirements

**CPI**

Training in nonviolent crisis prevention

**CR PBIS**

Culturally Responsive PBIS

**CTE**

Career and Technical Education

**CURRICULUM**

All planned activities, formal and informal, individual and group, in and outside the classroom

**CIRRICULUM GUIDES**

Booklet for the implementation of SBCSC's curriculum

**DB**

Deaf-Blind

**DD**

Developmental Delay

**DHH**

Deaf/Hard of Hearing

**DO THE RIGHT THING**

Recognition program coordinated by the St. Joseph County Police Department

**ECA**

End of Course Assessment

**ED**

Emotional Disability

**EDUCATION FOUNDATION**

South Bend Education Foundation

**ELA**

English Language Arts

**ELL**

English Language Learner

**ELL/LEP**

Students have an ILP that allows for instruction & testing modifications

**ENL**

English as a New Language

**ESL**

English as a Second Language

**ESY**

Extended School Year (for students with disabilities)

**EVALUATION**

A value judgment that is made about an assessment

**55 TERMS + ACRONYMS**

**EXPULSION**

Removal of a student from the school setting for an extended length of time because of zero-tolerance policies

**FACE**

Family and Community Engagement

**FAPE**

Free and Appropriate Public Education

**FBA**

Functional Behavioral Assessment

**FERPA**

Family Education Rights & Privacy Act of 1974

**FTE**

Full-Time Equivalent – a measure of staffing that factors in the proportion of time a staff person serves (at a particular location)

**GED**

General Equivalency Diploma (replaced by HSE)

**GEIT**

General Education Intervention Team

**GENERAL FUND**

Operating budget

**GQE**

Graduation Qualifying Exam

**HA**

Health Aide

**HEA 1419**

House Enrolled Act 1419 is an Indiana law designed to deal with how discipline is handled to reduce expulsions

**HEAD START**

Federally funded program for preschool students from low income families

**HERO**

Home Economics Related Occupations

**HOC**

Health Occupations Co-op

**HSE**

High School Equivalency (former GED diploma)

**IB**

Program sponsored by the International Baccalaureate Organization is designed as an academically challenging and globally scoped program of education

**ICT**

Industrial Cooperative Training

**IDEA**

Individuals with Disabilities Education Act – federal special education law

**IDOE**

Indiana Department of Education

**IEP**

Individual Education Plan for students with disabilities

**IMAP**

Indiana Mentoring and Assessment Program

**IMAST**

Indiana Modified Achievement Standards Test

**ISP**

Individual Service Plan (for non-public school students with special needs)

**56 TERMS + ACRONYMS**

**ISS**

In-School Suspension

**ISSMA**

Indiana State School Music Association

**ISTAR**

Alternative assessment for students with disabilities who are on a certificate track

**ISTEP**

Indiana Statewide Testing for Educational Progress

**ISTEP+**

Indiana Statewide Testing for Educational Progress Plus

**KALEIDOSCOPE CLUB**

After-school child care

**KINDERGARTEN ROUNDUP**

Annual orientation for new students

**LEP**

Limited English Proficiency

**LIFE SKILLS**

Special education program for students who require a functional curriculum

**LINK UP**

Summer program at Notre Dame

**LPN**

Licensed Practical Nurse

**LRE**

Least Restrictive Environment

**LSI (LI, SI)**

Language/Speech Impaired

**MAGNET SCHOOL OR PROGRAM**

A magnet school or program offering a specialized curriculum

**MATRIX SAMPLING**

An assessment method in which no student completes the entire assessment but each completes a portion of the assessment

**MD**

Multiple Disabilities

**MDC**

Manifestation Determination Conference (for students with special needs who reach 10 cumulative days of suspension or who are recommended for expulsion)

**METACOGNITION**

Process of considering and regulating one's own learning

**MIDWEST TALENT SEARCH**

Regional program for gifted and talented sixth, seventh and eighth-grade students

**MICD**

Mild Cognitive Disability

**MODELING**

Demonstrating to the learner how to do a task, with expectation that the learner can copy the model

**MOCD**

Moderate Cognitive Disability

**NASBE**

National Association for the State Board of Education

**NCATE**

National Council for the Accreditation of Teacher Education

**NEA**

National Education Association

**57 TERMS + ACRONYMS**

**NEOLA**

Consultants for Board policies

**NIC**

Northern Indiana Conference (AHS, CHS, RHS & WHS are members)

**NWEA**

Northwest Evaluation Association

**OCR**

Office of Civil Rights

**OHI**

Other Health Impairment

**OI**

Orthopedically Impaired

**OUTCOME-BASED EDUCATION**

An integrated system of educational programs that aligns specific student outcomes, instruction methods, and assessment

**PARCC**

Partnership for Assessment of Readiness for College and Careers

**PBA**

Performance-Based Assessment

**PBIS**

Positive Behavioral Intervention and Support

**PD**

Professional Development

**PERFORMANCE ASSESSMENT**

Systematic and direct observation of a student performance or examples of student performances and ranking according to pre-established performance criteria (students are assessed on the result as well as the process engaged in a complex task or creation of a product).

**PERFORMANCE CRITERIA**

A description of the characteristics to be assessed for a given task. (Performance criteria may be general, specific, analytical trait, or holistic. They may be expressed as a scoring rubric or scoring guide.)

**PGP**

Professional Growth Points

**PILOT**

The tryout of a new or innovative program or activity before making a major, long-term commitment

**PL 221**

Indiana Public Law 221

**PLACEMENT**

The assignment, for reasons other than educational achievement, of a student to another group, grade, program, or course

**PORTFOLIO ASSESSMENT**

An assessment process that is based on the collection of student work that represents competencies, exemplary work, or the student's development progress

**POWERSCHOOL**

Student management system

**POWERSCHOOL PARENT PORTAL**

How parents look at their student's grades and attendance

**PRE-K**

Pre-Kindergarten

**PRIME TIME**

State-supported program advocating small class sizes for primary grades

**PRN**

Substitute nurses

**PSAT (PRE-SAT)**

An exam to prepare students for the SAT

**PSI**

Postponing Sexual Involvement

**PTA**

Parent Teacher Association

**PTO**

Parent Teacher Organization

**RED RIBBON**

Symbol of the drug-free movement

**RETENTION**

How much information a student has retained after learning it. Decision to have a student remain at his/her current level for an additional semester or school year if retention is not met.

**RN**

Registered Nurse

**RUBRICS**

Specific criteria or guidelines used to evaluate student work

**SAMP**

School Age Mothers Program

**SAT**

An exam many colleges use when making admissions decisions

**SCAFFOLDING**

An instructional technique in which the teacher breaks a complex task into smaller tasks, models the desired learning strategy or task, provides support as students learn to do the task, and then gradually shifts responsibility to the students

**SCOPE**

A curriculum term that refers to both the length of a particular course of study and the amount and types of learnings that will be dealt with from beginning to end

**SECTION 504**

A plan that provides accommodations for students with special needs

**SIP**

School Improvement Plan

**SNAP**

Special Needs and Abilities Preschool

**SLD**

Specific Learning Disabilities

**SLP**

Speech/Language Pathologist

**SOP**

Summary Of Performance (for students with disabilities)

**SRO**

Security Resource Officer

**STANDARDIZED TESTS**

Assessments that are administered and scored in exactly the same way for students. (Traditional standardized tests are typically mass-produced and machine-scored; they are designed to measure skills and knowledge that are thought to be taught to all students in a fairly standardized way.)

**STORES**

SBCSC supply warehouse

**TBI**

Traumatic Brain Injury

**TEACHER OF RECORD**

Teacher assigned to a special education student

**TITLE I**

Federal education funding program for schools

**TITLE II**

Federal funds used to improve the quality of teaching and school leadership

**TITLE III**

Federal funds to assist English Language Learners (ELL)

**TOY**

Teacher of the Year

**UPWARD BOUND**

Notre Dame self-esteem program for SBCSC students

**VMF**

Vehicle Maintenance Facility

**WETL-97**

SBCSC Radio Station @ Riley (91.7 FM)

**YAS**

Young Adult Services

Style guide

## ABBREVIATION

Avoid using abbreviations the reader would not quickly recognize. Some general principles:

BEFORE A NAME: Abbreviate the following titles when used before a full name outside direct quotations: Dr., Gov., Mr., Mrs. Spell out all except Dr., Mr., Mrs., and Ms. when they are used before a name in direct quotations.

AFTER A NAME: Abbreviate junior or senior after the individual's full name and do not precede with a comma: Martin Luther King Jr., George Bush Sr. Abbreviate company, corporation, incorporated, and limited when used after the name of a corporate entity. In some cases, an academic degree may be abbreviated after an individual's name. See academic degrees.

## ACADEMIC DEGREES

Do not precede a name with a courtesy title for an academic degree abbreviation in the same reference. A degree can either precede a name, such as: Dr. Eric Knost, or follow the name, such as Eric Knost, Ph.D. Wrong: Dr. Eric Knost, Ph.D. Use an apostrophe in bachelor's degree, master's degree. Capitalize degree names if used in full: Master of Education, Bachelor of Science, Doctor of Education, etc. Use lowercase, otherwise. See associate degree, bachelor's degree, doctorate, and master's degree.

## ACADEMIC DEPARTMENTS

Use lowercase except for proper names or nouns or when the department is part of an official or formal name: the department of history, history department, the department of English, the South Bend Community School Corporation Communications Department.

## ACCEPT, EXCEPT

Accept means to receive.

Except means to exclude.

## ACRONYM

Avoid using an acronym on first reference, unless its meaning is readily recognized. Write a name in full on first reference, directly followed by the acronym in parenthesis. An acronym then can be used in all subsequent references.

## AFFECT, EFFECT

Affect, as a verb, means to influence: The game will affect the standings.

Effect, the verb, means to cause: He will effect many changes in the company. Effect, as a noun, means result: The effect of the program was overwhelming.

## AFRICAN-AMERICAN

Hyphenate.

## AGES

Always use numerals.

## AID, AIDE

Aid is assistance.

An aide is a person who serves as an assistant.

## ALL RIGHT (ADV.)

Never alright. Hyphenate only if used colloquially as a compound modifier. He is an all-right guy.

## ALUMNUS, ALUMNI, ALMUNA, ALUMNAE

Use alumnus (alumni in the plural) when referring to a man who has attended a school. Use alumna (alumnae in the plural) for similar reference to a woman. Use alumni when referring to a group of men and women.

## a.m., p.m.

Lowercase with periods.

## ATHLETIC DEPARTMENT

Not athletics department.

**BACHELOR'S DEGREE**

Not baccalaureate degree or bachelor degree. See academic degrees.

**BIANNUAL, BIENNIAL DEGREE**

Biannual means twice a year and is a synonym for the word semiannual. Biennial means every two years.

**BIMONTHLY**

Can mean twice per month or every other month. Semimonthly means twice per month.

**BIWEEKLY**

Can mean twice per week or every other week. Semiweekly means twice per week.

**BUILDINGS**

Capitalize official building names (Administrative Center, Administrative Center Annex, Maintenance/Warehouse Center, Inc. etc.).

**BUSING, BUSES**

Not busses.

**CAPITAL, CAPITOL**

Capital describes money, equipment, or property used in a business, or the city where a seat of government is located. Capitol refers to a building and is capitalized in reference to a specific capitol building.

**CAPITALIZATION**

In general, avoid unnecessary capitalization.

**CHAIRMAN, CHAIRWOMAN**

The term chair should not be used. Only use chairperson if it is the organization's formal title for an office. Capitalize as a formal title before a name: company Chairman Henry Ford. Do not capitalize as a casual, temporary position: meeting chairman Robert Jones.

**CLASS OF (YEAR)**

Capitalize when referring to a specific graduating class: Class of 1973 reunion.

**COMMAS**

Do not use a comma at the start of an indirect or partial quotation: She said, the school strives for "academic excellence." Use a comma to complete a quotation: "The school strives for academic excellence," she said. Also use a comma to introduce a complete one-sentence quote: She said, "The school strives for academic excellence."

**COUNCIL, COUNSEL**

Council refers to a deliberative body and those who are members of it. To counsel is to advise. A counselor is one who advises.

**DISABLED, HANDICAPPED, IMPAIRED**

Acceptable terms to describe disabilities include: disabled (the general term for a physical or cognitive condition that substantially limits one or more daily life activities); blind (a person with complete loss of sight); deaf (a person with total hearing loss); partially deaf, mute (a person who physically cannot speak); speech impaired, wheelchair user. Avoid the terms handicapped, deaf-mute, and confined to a wheelchair.

**DOCTORATE**

Doctor's or doctorate are acceptable references. Capitalize if full academic name is used: Doctor of Education.

### EMAIL

Always lowercase; do not use a hyphen. When listing an email address, use all lowercase letters and do not use quotation marks: smithjane@sb.school

### ENSURE, INSURE

Use ensure to mean guarantee: Steps were taken to ensure accuracy. Use insure for references to insurance: The policy insures his life.

### ENTITLED

Books are titled, not entitled. Entitled means a right to do or have something. Right: She was entitled to the promotion. Right: The book was titled "Gone With the Wind."

### ETHNIC GROUPS

African-American, Asian, Caucasian, Hispanic, Native American. See African-American.

### EVERY DAY, EVERYDAY

Every day means each day. He goes to class every day. Everyday is an adjective that means commonplace, ordinary, or normal. These shoes are great for everyday wear.

### EXTRACURRICULAR

No hyphen.

### FAX

The term fax should not be used as a verb. I sent a fax to Robert James; not I faxed Robert James.

### FIRST QUARTER

Hyphenate when used as a compound modifier: He scored in the first quarter. The team took the lead on his first-quarter goal.

### FUND-RAISING (ADJ.), FUND RAISING (N.)

Always two words. The district hosted a fund-raising event. Fund raising is the Foundation's primary activity. The school held its annual fund raiser.

### GRADE, GRADER

Avoid using grader as a noun: first-grader. Hyphenate the adjective form of grade. She is a 12th-grade student. He is in the fourth grade.

### HALFTIME

One word.

### HIGH SCHOOL EQUIVALENCY TEST (HSE)

A test that demonstrates a person has attained the knowledge equivalent to a high school graduate. It consists of five subject tests that measure knowledge in five core areas. This replaces the GED.

### INTERNET

No longer capitalized.

### INTEROFFICE

No hyphen. Refers to multiple locations within the district.

### INTRADISTRICT

No hyphen. Refers to multiple locations within the district.

### INTRAMURAL

No hyphen.

### KIDS

Avoid in formal contexts. Use children or students

### LOGIN, LOGON, LOGOFF

All are one word.

### MARTIN LUTHER KING JR. DAY

No comma. Not the same as Civil Rights Day.

**MASTER'S DEGREE**

Wrong: Master's degree of education.

Right: master's degree in education. See academic degrees.

**NUMBERS**

Spell out numbers below 10; use figures for 10 and above (except for ages). Spell out first through ninth when indicating a sequence. If you must begin a sentence with a number, spell it out: Twelve students received the award. See ages.

**PART TIME, PART-TIME**

Hyphenate when used as a compound modifier: She works part time. She has a part-time job.

**p.m., a.m.**

Lowercase with periods.

**PRESIDENT**

Capitalize only as a formal title used directly before an individual's name. Lowercase all other uses: Board President Matt Doell. Presidents Day has no apostrophe.

**PRINCIPAL**

Not principle. Capitalize only as a formal title before a name: Principal Renee Trotier. See academic titles.

**QUOTATIONS**

Open-quote marks and close-quote marks are used to surround the exact words of a quote: "I will not stay," he replied; "I do not object," he said, "to the tenor of the report." Place quotation marks outside periods and commas. Use smart quotes for quotations: 'singular smart quote' and "double smart quote."

**RÉSUMÉ**

Accents optional.

**SCHOOL TRUSTEES**

Spell out on first reference. On second reference, refer to it simply as the Board. Capitalize Board in specific reference to the South Bend Board of School Trustees. Always use formal names and courtesy titles for Board members. When listing members of the Board, the proper order is president, vice president, then remaining directors in alphabetical order.

**SCHOOL**

Capitalize only when part of a proper name: Washington High School. The word school should be included after the name on first reference. The word school can be dropped on the second reference.

**SEASONS**

Lowercase fall, spring, summer, and winter unless part of a proper name.

**SECRETARY**

Capitalize only when part of an official corporate title. See titles.

**SEMIANNUAL**

Twice a year. Do not confuse with biennial, which means every two years.

**SPORTS SCORES**

Game scores should be written in numerals, even if fewer than 10. The final score was 33-6.

**STATEWIDE**

One word.

**SEASONS**

Lowercase fall, spring, summer, and winter unless part of a proper name.

**SECRETARY**

Capitalize only when part of an official corporate title. See titles.

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### STATEWIDE

One word.

### STUDENT BODY (N.) STUDENT-BODY (ADJ.)

No hyphen unless used as an adjective: The student body elected a new president. Student-body elections determined the new president.

### STUDENT COUNCIL

Capitalize when part of a proper name: the South Bend High School Student Council. Lowercase in other uses: the council, a city council.

### SUBSTITUTE TEACHER

Avoid using substitute as a noun. Never abbreviate as subs.

### TEAMMATE

No hyphen.

### THEATER

Not theatre unless in formal name.

### TIMES

Use figures except for noon and midnight. Use a colon to separate hours from minutes, but avoid ".00" to represent the top of the hour: 10:45 a.m., 4 p.m. Avoid such redundancies as 7 a.m. this morning, 7 p.m. tonight or 12 noon. Never use o'clock.

### (JOB) TITLES

In general, confine capitalization to formal titles used directly before an individual's name. Superintendent Eric Knost, Ph.D. Lowercase titles when not used with an individual's name: The superintendent issues a statement; the Board president approved the measure.

### VALENTINE'S DAY

Use an apostrophe.

### VETERANS DAY

No apostrophe.

### VICE PRESIDENT

No hyphen.

### WEBSITE

One word. No capitalization.

### WEB PAGE

Two words, do not capitalize.

### -WIDE

No hyphen: worldwide, nationwide, districtwide.

### YEARLONG

No hyphen.

### YEARS

Apostrophe when omitting the first two numbers of the year: '98. School years should be written as 1998-99, omitting the century in the second year.

Thank you

# Thank you

Thank you for taking the time to review our communications guide. If you have questions regarding the content, or if the Communications Department can assist you in any way, please feel free to contact our office at (574) 393 - 6029 or at communications sb.school.