

CUMBERLAND VALLEY SCHOOL DISTRICT



BOOSTER CLUB HANDBOOK

2022-2023

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Athletic Mission Statement

The Athletic Department of the Cumberland Valley School District makes available to students a wide variety of opportunities to develop athletic skills and to become involved as members of interscholastic athletic teams. Cumberland Valley High School is a member in good standing of the PIAA and is a proud member of the PIAA District 3 and the Mid Penn Conference.

There is a rich athletic tradition at Cumberland Valley High School. Interscholastic athletics are viewed as a unifying force within the school community, affecting not only those who take an active part on teams but the entire student body. All students are invited to take part in as many athletic programs as possible. Participation in Cumberland Valley High School Athletics, however, is a privilege and not a right; and that privilege is earned by each participant through his or her adherence to the rules and policies set forth by the Cumberland Valley School District and the PIAA.

The athletic program is an extension of the academic program, and all athletes are urged to strive for excellence in both the classroom and on the athletic field. Good Sportsmanship, commitment to team, and the development of skills and strategies necessary for interscholastic competition are essential to a successful athletic program.

The central goal of this athletic program is to foster certain characteristics and qualities. These include respect for self and others, honesty, integrity, commitment, reliability, common sense and perseverance. The values learned through the athletic experience will help individuals become more productive members of the community.

Purpose

The Cumberland Valley School District Board of School Directors accepts the concept of cooperation, encouragement and support given by approved Booster Organizations to the school district's various PIAA-affiliated interscholastic athletic programs.

Authority

The board further recognizes and declares that the role of an approved Booster Group is to assist and support but not direct, interfere with, nor supplant the staff, existing facilities or athletics program of the school district. It must be clearly understood by all booster club members that all school district sponsored activities are under the control, direction, and supervision of the Board of Directors through its building principals and their designee, the Director of Athletics. The Director of Athletics will serve as the immediate liaison to the Booster Organizations.

Booster Organization activities may strive to achieve the following objectives:

1. To promote fan support, spirit, and sportsmanship.
2. To assist the District by providing supplemental benefits and services to student-athletes.
3. To increase the opportunity for communication between parents/guardians and coaches in areas of common interest.

Guidelines for Sponsoring Banquets

It is recommended that all banquet activities be scheduled following the completion of the season's schedule. The dates of state championship events are available in the Athletics Office. Care must be taken by Booster Clubs not to provide athletes with gifts or awards that may be in violation of the rules and regulations of the Pennsylvania Interscholastic Athletic Association. When planning and carrying out banquets, Booster Clubs should be sensitive to the following issues:

1. The expense that will be incurred by those wishing to attend; picnics and potluck dinners held in the school cafeterias or public park facilities are inexpensive options that can provide a pleasant atmosphere for honoring athletes and their families.
2. The implications the various activities planned for banquets may have on the diverse ethnic and religious cultures that may be represented in the team membership.
3. The length of the banquet. Repetition of activities, remarks and recognitions of individuals or groups may lead to restlessness among some attendees and create distraction from the positive nature of the occasion. Organizers should be mindful of the occasion. Organizers should be mindful of reasonable expectations for length being approximately two hours.
4. The results of opening up certain parts of the agenda to student-athlete driven activities. Typically, these include: Senior farewell speeches, gag gifts to teammates and slide/video presentations. Communication between the banquet planners and the athletes is necessary before the banquet to reinforce standards of appropriateness for such activities in order to prevent embarrassment or other negative effects to either the presenters or the audience.
5. Alcoholic beverages **are not** to be made available to **any attendees** of a CVHS interscholastic sports banquet.

Guidelines for Spectator Conduct at Interscholastic Athletic Events

Interscholastic athletic events are among the most popularly attended school-sponsored activities. Spectators at an athletic contest, take on the important role of representatives of our school district. Actions are seen and comments are heard by family and friends, opposing fans, local community residents, the media, coaches and athletes. Our school district expects that all spectators will conduct themselves in a way consistent with our theme of respecting the rights, person and property of others.

Guidelines:

1. Learn the rules of the sport so that you can understand and appreciate the action that takes place.
2. Treat visiting players, coaches, cheerleaders and fans with courtesy as you would a guest in your own home.
3. Accept that athletics are a learning experience for the participants and value the athletes' efforts.
4. Respect the integrity and judgment of officials.
5. Cheer for your team, not against your opponent.
6. Show concern for an injured player, regardless of the team.
7. Follow the facility rules set by the game-site management/administration.
8. Do not attend events under the influence of any controlled substances (alcohol, drugs, tobacco, etc.) that will alter your thoughts and reactions to the situations of the contest.

We invite you to support our athletic teams with "CV Pride" throughout the school year.

Pepsi Agreement

Background:

The Cumberland Valley School District maintains an agreement with The Pepsi Bottling Group, "Pepsi" that grants "Pepsi" the right to be the exclusive supplier of beverage products to the District. The Food Service Department is excluded from the agreement. The agreement began on July 1, 2019 and expires on June 30, 2024.

Contract Highlights

The District has granted Pepsi the exclusive right to make the beverage products available for sale and distribution at the "Facilities", including the right to provide all beverages sold at "Special Events". The District agrees the "Pepsi" beverage products shall be the exclusive beverages sold, dispensed, served or available at the "Facilities"

The District shall purchase, and shall require that all concessionaires, PTOs, and booster clubs selling beverages at the "Facilities" purchase all Products, cups, lids and carbon dioxide directly from "Pepsi"

During the entire Term of the Agreement

No competitive products shall be sampled, sold, served or dispensed anywhere at the "Facilities", excluding Food Service.

No permanent or temporary advertising, signage or trademark visibility for competitive products shall be displayed anywhere at the "Facilities", excluding Food Service.

No agreement will be entered into or maintained by the Customer pursuant to which competitive products will be associated with the District or the "Facilities" in any advertising or promotional activity that creates a relationship or connection between the competitive products and the Customer or the "Facilities", excluding Food Service.

Key Terms

Facilities- means the entire premises of every school and facility owned or operated by the Customer, now or in the future, including all elementary, middle, high and alternative schools, athletic facilities, convenience stores, book stores, student operated stores, teachers' lounges and concessions stands, parking lots and vending areas excluding those operated by Food Service.

Special Events- means any athletic contest, booster club activities, and all other special events conducted at the "Facilities".

Competitive Products – means any and all beverage products that are not manufactured, sold or distributed by "Pepsi", excluding hot coffee, hot tea and non shelf-stable, non flavored fluid milk as currently defined by the USDA.

Beverages and Supplies

If you are interested in obtaining the beverages and supplies please contact Annemarie Potteiger in the District Office at 506-3313. She will be able to provide you the most up to date "Pepsi" contact information.

Concession Stands Guidelines

For everyone's health and safety, please follow these guidelines:

- Encourage frequent hand washing with soap and water for those persons assigned to work in the Concession Stand. (i.e. wash hands after visiting rest room, sneezing, blowing nose or etc..)
- If Concession stand workers choose to wear food-service or medical gloves while performing their duties, ensure that the gloves are latex-free, disposable and are changed frequently throughout the day/evening.
- Discourage concession stand workers from handling both food and money; work assignments should be delegated to ensure that one person handles money and others handle the preparation and distribution of food and beverages.
- Food items may not be stored in the concession stand unless they are appropriately contained, labeled with the Booster Club's name, and stored in refrigerators. Please take all other food items with you at the end of each game/use.
- Thoroughly clean all appliances, counters and sinks after each use.
- Place all waste in the appropriate garbage or recycling receptacles. DO NOT place ANY food items in the sink drain.
- Please report the damage or malfunction of any Concession Stand equipment to the Athletics Department.
- Remove all locks from drawers at the end of each season and empty their contents. Thoroughly clean the drawers.
- Keep small children away from the hot dog rollers to prevent an accident from occurring.
- During the Winter Sports season each team will be permitted ONLY one shelf in the refrigerator. An additional shelf should remain clear for game-day use only.
- Make sure all your supplies are placed in your designated areas. Any excess supplies must be removed and brought back. This is to ensure other groups are not using other supplies.
- At the end of the night, do not let standing water in sinks, tubs, or buckets.

Definitions and Understandings

The Cumberland Valley School District is committed to working with school-related organizations and groups that provide positive support to the students, academic, athletic, and co/extra-curricular programs, and personnel who run those programs, as well as provide opportunities for students to apply knowledge and skills, develop leadership capacity, organizational and time management skills, accountability, and the like.

School-Related Organizations or Groups

- Share the interests and concerns of the school district. (i.e. PTOs, booster organizations, and Eagle Foundation.)
- Are annually approved by the Board of School Directors as a school-related organization or group.
- Follow guidelines and procedures established by the Superintendent or his/her designee required to maintain their designation as "school-related."
- Maintain bank accounts separate from the district and are strongly encouraged to seek a 501(c)(3) charitable organization designation.
- Are managed and operated by individuals that are not employed by the Cumberland Valley School District

Requirements for Recognition

In order for an organization or group to be recognized by the Board of School Directors as school-related the executive board or governing body of the organization shall submit the items listed below to the Superintendent and Board Secretary in January of each year and at a subsequent meeting of the Board of School Directors receive a majority vote recognizing the organization or group as school related.

- A current constitution and bylaws for the organization and, if applicable, a copy of current 501(c)(3) charitable organization designation.
- A listing of officers as well as updates after any organizational meeting in which they change.
- A current Annual Disclosure Agreement signed by each officer. The purpose of the Annual Disclosure Agreement is for the officers of the organization to affirm that they have read and understand the Best Practices for operating a School-related organization within the Cumberland Valley School District.
- The name of the president or his/her representative willing to serve on a committee chaired by the Superintendent or designee for the purpose of communicating organization/group activities and receiving information from the administration to ensure an effective communication network between school organizations and groups and the school administration.

Use of Facilities by School-Related Organizations and Groups

School-Related Organizations and Groups:

- may be granted the use of Cumberland Valley School District facilities at reduced fees and may be given a scheduling preference before external groups. The administration has the authority to approve the use of school facilities for these groups. (Policy 707-Use of School Facilities).
- may not schedule the use of school facilities for external or outside organizations.
- may not, without prior written approval, charge admission fees or collect donations while using school facilities unless all of the monies collected go directly to the group or organization's own benefit.
- may show non-monetary support for school sponsored, other school-related and external organizations. (i.e. create a special section for midget football players and cheerleaders at an event, recognize the contributions of a member of the community, etc.).

Fundraising by School-Related Organizations and Groups

School-related organizations and groups wishing to conduct fundraising activities that involve students must:

- be planned and carried out so as to safeguard the health, safety and general well-being of students and adhere to Policy 229-Student Fundraising.
- must attest that the organization's fundraising activities are educationally based, strive to follow best accounting practices as set forth in this policy and district guidelines, and have required clearances for adults working with children.
- demonstrate that a clear need to fundraise exists, establish a clear timeline, and show the benefit that students derive from involvement.
- provide parents the opportunity to make a contribution in their child's name rather than participate in the fundraising collection.
- **not** directly or indirectly evoke punitive measures against parents and/or students who wish to opt out of participating in fund raising activities.

Further, school-related organizations and groups wishing to conduct fundraising activities are:

- strongly encouraged to limit fundraising activities to only what is needed to support students in a calendar year or as part of a well-defined, multi-year effort.
- strongly encouraged to expend all monies on the needs of students within the time frame
students typically are associated with the organization. (i.e. JV/Varsity
Booster-4 Years, Elementary PT0-6 Years)
- expected to work with the school administration to assure that all monies provided to student
groups are Title IX compliant and consistent with the expectations of the PIAA and NCAA.
- expected to work with school administration to help assure that donations made by school-related organizations do not create educational inequities across the district.

- provide opportunities for students of families experiencing financial hardship to participate in the activities the organization supports.
- prohibited from utilizing students during instructional time for fundraising activities without prior approval of the building principal.
- avoid contests and promotions with fundraising that make students feel obligated to participate and/or fearful of being identified as being low-income if they do not.
- limit fund raising for external organizations on campus and refrain from engaging in fundraising for the benefit of third-party charities in the community.

School-related organizations and groups involved in concessions at school events shall follow district guidelines. In this regard, with input, the Superintendent or designee shall annually publish and distribute a Concessionaire's Manual.

External organizations/groups that receive funds through the efforts of Cumberland Valley School District students, faculty, staff, and community are expected to follow accounting practices required of their 501(c)(3) designation. School-related groups who are fundraising for a 501(c)(3) are encouraged to solicit donations in a manner that allow funds to go from the donor directly to the non-profit organization.

Outside groups and individuals that do not have a 501(c)(3) designation are prohibited from receiving funds from school-sponsored organizations or groups, through student trusts, or by direct solicitation on school district property.

Clearances for Adults in Proximity of Students

School-related groups and any of the volunteers they utilize as part of their organization/group, organizations/groups that support the organization, and any outside vendors or contractors they may contract with shall maintain all of the clearances required by the Commonwealth of Pennsylvania and do so in a manner consistent with Cumberland Valley School District policy and guidelines.

Best Practices- Administrative

Your organization must obtain an employer identification number (EIN) through the IRS. Use of the District employer identification number or sales tax exempt number is not permitted.

1. The District strongly recommends that your organization become recognized by the Internal Revenue Service (IRS) as a section 501 (c)(3) organization since you will be receiving donations. In future years the District may require the organization to provide proof of the 501 (c)(3) designation.

2. Monies raised through your organization should be used for the general benefit of the group as a whole. Efforts to segregate or silo monies for individual students should not occur and may jeopardize the group's 501 (c)(3) (tax exempt) status with the IRS. All entities must be aware that "siloing" is prohibited under the Internal Revenue Code. *Capital Gymnastics Booster Club, Inc. v Commissioner*, T.C. Memo 2013-193, for information on this prohibition and recent enforcement.
3. The organization should consider proper bonding insurance in an appropriate amount with a surety approved by the organizing board to protect the organization.
4. Consider implementing term limits for officers.
5. Keep contemporaneous minutes of meetings held or written actions undertaken during the year by the governing body and each committee authorized to act on behalf of the governing body.
6. Adopt IRS recommended policies:
 - A. Whistleblower Policy- Charitable organizations are strongly encouraged to implement procedures that provide club/organization members the ability to inquire about or resolve ethical issues or questions.
 - B. Conflict of Interest Policy-Updated Annually
 - C. Document Destruction Policy
7. The governing body should review all Federal tax filings (990, 990-EZ) if applicable before filing with IRS.
8. Comply with the IRS requirements for substantiation and disclosure regarding charitable contributions and fundraising. (See IRS Publication 1771)
9. Efforts to raise money for other external organizations should be minimized and, to the extent they are conducted, the funds raised shall not be comingled with regular operating funds.
10. Any time small groups of chance (raffles, bingos) are conducted, a Small Games of Chance license is required to be procured from the Cumberland County Treasurer's office.

Best Practices- Financial Records

1. The organization's financial records should be maintained and reconciled on adequate computer software (ex: Peachtree, QuickBooks) to provide financial transparency for the organization.
2. An annual budget should be completed by the organization to measure organizational expectations. (Consider a two year budget approach.)
3. Carryover balances for the organization should be no greater than 30% of the next year's budget.
4. Develop a records retention policy and determine where the important records will be maintained.

Best Practices- Cash Receipts

1. A tracking system must be established for all receipts. This will simplify year end reporting. (Use of QuickBooks is highly recommended as a tracking system.)
2. If an event requires tickets for admission purposes, pre-numbered tickets should be required.
 - A. Beginning and ending tickets should be reconciled to receipts per event.
 - B. Tickets should be distributed in sequence; irregularities relating to the sequencing should be investigated immediately.
3. All checks should be restrictively endorsed "For deposit only" immediately upon receipt.
4. Maintain log of cash and checks received, including copies of checks. This log should be signed by persons collecting the funds for accountability. This tool will aid to simplify monthly and annual reporting requirements. (Scanned copies are acceptable; not required to maintain in hard copy form.)
5. Two individuals should be present when receiving and counting cash/check receipts.
 - A. Each person should count the funds individually to ensure accuracy. The counts should be logged on one report.
 - B. Report should be signed by both individuals involved in the counting process.
 - C. The count sheet report should be forwarded to the person responsible for reconciling the bank statement.
 - D. Bank statements must be reconciled within 5 days of receipt from a person who is independent of the initial count and deposit process.
 - E. On-line banking allows more timely reconciliations and the identification of questionable transactions occurring throughout the month.

6. Establish which members of the entity will have the ability to make deposits.
Deposits should be made frequently (e.g. no less than weekly)
7. If cash and checks are not being deposited on the day of the event, after two people independently count and sign off, the cash and checks must be locked in a secure area until deposited.
 - A. The person who has access to the secured cash should not be the same person who counted the cash and checks, and attested to the count. This may be the same person who will create the deposit slip.
 - B. The person preparing the deposit slip should not be involved in the initial count of the funds.
8. The deposit receipt from the bank should be given to the original reconciler, who then compares the deposit to the initial reconciliation. Any discrepancies should be investigated in accordance with entity procedures.

Best Practices- Cash Disbursements

1. A tracking system must be established for all disbursements
 - A. This will simplify year end reporting.
 - B. Use of QuickBooks is highly recommended as a tracking system.
2. Disbursements must be issued using pre-numbered checks.
 - A. Any missing checks should be investigated immediately.
 - B. The financial institution should be notified immediately to cancel/void missing checks
3. Blank checks should be restricted/secured in a locked location by someone who is not an authorized signatory.
4. Checks written to "Cash" are prohibited.
5. Disbursements must require approved invoice or receipt prior to being prepared for review and signatures.
 - A. Paid invoices should be marked as "paid" to eliminate any potential for duplicate payments.
6. Require all checks to have two Club or Organization Officers' review and signature
 - A. Rubber signature stamps should NEVER be allowed. All signatures must be live.
 - B. Blank checks should NEVER be signed in advance and kept for "emergency" purchases.
7. Checks can only be signed by those listed as "authorized signatories." Signatory cards must be updated with the bank when officer positions are changed.

8. The organization is required to issue IRS Form 1099 to each person to whom the entity has paid at least \$600 in rents, services (including parts and materials), prizes and awards, or other income payments.

A. The entity is required to issue a 1099 to any individual, partnership, limited liability company, limited partnership or estate.

9. If the entity issues a considerable number of checks, consider implementing Payee Positive Pay. Your financial institution can help you with this process.

Requirements

1. CVSD Employees should not be officers of school related organizations and clubs.
2. CVSD Employees shall not collect, receive, count, or maintain receipts for the organization. CVSD employees shall not disburse funds for the organization.
3. Background checks should be completed for all volunteers and club members who will be operating, promoting or engaging in activity on CVSD property.
4. The newly amended Child Protective Services Law (CPSL) significantly affects volunteers involved with Cumberland Valley School District students and in the District's facilities.
5. Approved Volunteers (e.g. those who have successfully completed background checks) must update their activity with the CVSD Approved Advisor listing each school year.
6. Volunteers must review and attest to the volunteer policy on an annual basis.
7. Monthly statements of account balance must be filed for all accounts no later than 30 days after the month ends.
8. Any fundraising activities must be documented on the School-Related Group Fundraising Request Form and approved by the Building Administrator prior to conducting the activity.
9. The name of the president or his/her representative willing to serve on a committee chaired by the Superintendent or designee for the purpose of communicating organization/group activities and receiving information from the administration to ensure an effective communication network between school organizations and groups, and the school administration must be submitted to the Business Office.



CUMBERLAND VALLEY
SCHOOL DISTRICT

Soaring to Greatness, Committed to Excellence

**REQUIREMENTS,
GUIDELINES, FORMS,
AND ANNUAL
DISCLOSURE
AGREEMENT**

For PTOs, Boosters, and
Other School-Related Organizations

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- A listing of officers as well as updates after any organizational meeting in which they change.
- A current School-Related Group Application, Acknowledgment and Financial Questionnaire signed by each officer. The purpose of the Acknowledgment is for the officers of the organization to affirm that they have read and understand the Best Practices for operating a School-related organization within the Cumberland Valley School District.
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- demonstrate that a clear need to fundraise exists, establish a clear timeline, and show the benefit that students derive from involvement.
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- **not** directly or indirectly evoke punitive measures against parents and/or students who wish to opt out of participating in fund raising activities.

Further, school-related organizations and groups wishing to conduct fundraising activities are:

- strongly encouraged to limit fundraising activities to only what is needed to support students in a calendar year or as part of a well-defined, multi-year effort.
- strongly encouraged to expend all monies on the needs of students within the time frame students typically are associated with the organization. (i.e. JV/Varsity Booster-4 Years, Elementary PTO-6 Years)
- expected to work with the school administration to assure that all monies provided to student groups are Title IX compliant and consistent with the expectations of the PIAA and NCAA.
- expected to work with school administration to help assure that donations made by school-related organizations do not create educational inequities across the district.
- provide opportunities for students of families experiencing financial hardship to participate in the activities the organization supports.
- prohibited from utilizing students during instructional time for fundraising activities without prior approval of the building principal.
- avoid contests and promotions with fundraising that make students feel obligated to participate and/or fearful of being identified as being low-income if they do not.
- limit fund raising for external organizations on campus and refrain from engaging in fundraising for the benefit of third-party charities in the community.

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Clearances for Adults in Proximity of Students

School-related groups and any of the volunteers they utilize as part of their organization/group, organizations/groups that support the organization, and any outside vendors or contractors they may contract with shall maintain all of the clearances required by the Commonwealth of Pennsylvania and do so in a manner consistent with Cumberland Valley School District policy and guidelines.

Best Practices – Administrative

1. Your organization must obtain an employer identification number through the IRS. Use of the District employer identification number or sales tax exempt number is not permitted.
2. The District strongly recommends that your organization become recognized by the Internal Revenue Service (IRS) as a section 501 (c)(3) organization since you will be receiving donations. In future years the District may require the organization to provide proof of the 501 (c)(3) designation.
3. Monies raised through your organization should be used for the general benefit of the group as a whole. Efforts to segregate or silo monies for individual students should not occur and may jeopardize the group's 501 (c)(3) (tax exempt) status with the IRS. All entities must be aware that "siloing" is prohibited under the Internal Revenue Code. *Capital Gymnastics Booster Club, Inc. v Commissioner*, T.C. Memo 2013-193, for information on this prohibition and recent enforcement.
4. The organization should consider proper bonding insurance in an appropriate amount with a surety approved by the organizing board to protect the organization.
5. Consider implementing term limits for officers.
6. Keep contemporaneous minutes of meetings held or written actions undertaken during the year by the governing body and each committee authorized to act on behalf of the governing body.
7. Adopt IRS recommended policies:
 - A. Whistleblower Policy – Charitable organizations are strongly encouraged to implement procedures that provide club/organization members the ability to inquire about or resolve ethical issues or questions.
 - B. Conflict of Interest Policy – Updated Annually
 - C. Document Destruction Policy
8. The governing body should review all Federal tax filings (990, 990-EZ) if applicable before filing with IRS.
9. Comply with the IRS requirements for substantiation and disclosure regarding charitable contributions and fundraising. (See IRS Publication 1771)

10. Efforts to raise money for other external organizations should be minimized and, to the extent they are conducted, the funds raised shall not be comingled with regular operating funds.
11. Any time small groups of chance (raffles, bingos) are conducted, a Small Games of Chance license is required to be procured from the Cumberland County Treasurer's office.

Best Practices — Financial Records

1. The organization's financial records should be maintained and reconciled on adequate computer software (ex: Peachtree, QuickBooks) to provide financial transparency for the organization.
2. An annual budget should be completed by the organization to measure organizational expectations. (Consider a two year budget approach.)
3. Carryover balances for the organization should be no greater than 30% of the next year's budget.
4. Develop a records retention policy and determine where the important records will be maintained.

Best Practices — Cash Receipts

1. A tracking system must be established for all receipts. This will simplify year end reporting. (Use of QuickBooks is highly recommended as a tracking system.)
2. If an event requires tickets for admission purposes, pre-numbered tickets should be required.
 - A. Beginning and ending tickets should be reconciled to receipts per event.
 - B. Tickets should be distributed in sequence; irregularities relating to the sequencing should be investigated immediately.
3. All checks should be restrictively endorsed "For deposit only" immediately upon receipt.
4. Maintain log of cash and checks received, including copies of checks. This log should be signed by persons collecting the funds for accountability. This tool will aid to simplify monthly and annual reporting requirements. (Scanned copies are acceptable; not required to maintain in hard copy form.)
5. Two individuals should be present when receiving and counting cash/check receipts.
 - A. Each person should count the funds individually to ensure accuracy. The counts should be logged on one report.
 - B. Report should be signed by both individuals involved in the counting process.
 - C. The count sheet report should be forwarded to the person responsible for reconciling the bank statement.
 - i. Bank statements must be reconciled within 5 days of receipt from a person who is independent of the initial count and deposit process.
 - ii. On-line banking allows more timely reconciliations and the identification of questionable transactions occurring throughout the month.

6. Establish which members of the entity will have the ability to make deposits. Deposits should be made frequently (e.g. no less than weekly)
7. If cash and checks are not being deposited on the day of the event, after two people independently count and sign off, the cash and checks must be locked in a secure area until deposited.
 - A. The person who has access to the secured cash should not be the same person who counted the cash and checks, and attested to the count. This may be the same person who will create the deposit slip.
 - B. The person preparing the deposit slip should not be involved in the initial count of the funds.
8. The deposit receipt from the bank should be given to the original reconciler, who then compares the deposit to the initial reconciliation. Any discrepancies should be investigated in accordance with entity procedures.

Best Practices – Cash Disbursements

1. A tracking system must be established for all disbursements
 - A. This will simplify year end reporting.
 - B. Use of QuickBooks is highly recommended as a tracking system.
2. Disbursements must be issued using pre-numbered checks.
 - A. Any missing checks should be investigated immediately.
 - B. The financial institution should be notified immediately to cancel/void missing checks
3. Blank checks should be restricted/secured in a locked location by someone who is not an authorized signatory.
4. Checks written to "Cash" are prohibited.
5. Disbursements must require approved invoice or receipt prior to being prepared for review and signatures.
 - A. Paid invoices should be marked as "paid" to eliminate any potential for duplicate payments.
6. Require all checks to have two Club or Organization Officers' review and signature
 - A. Rubber signature stamps should NEVER be allowed. All signatures must be live.
 - B. Blank checks should NEVER be signed in advance and kept for "emergency" purchases.
7. Checks can only be signed by those listed as "authorized signatories." Signatory cards must be updated with the bank when officer positions are changed.
8. The organization is required to issue IRS Form 1099 to each person to whom the entity has paid at least \$600 in rents, services (including parts and materials), prizes and awards, or other income payments.

- A. The entity is required to issue a 1099 to any individual, partnership, limited liability company, limited partnership or estate.
9. If the entity issues a considerable number of checks, consider implementing Payee Positive Pay. Your financial institution can help you with this process.

Requirements

1. CVSD Employees should not be officers of school related organizations and clubs.
2. CVSD Employees shall not collect, receive, count, or maintain receipts for the organization. CVSD employees shall not disburse funds for the organization.
3. Background checks should be completed for all volunteers and club members who will be operating, promoting or engaging in activity on CVSD property.
4. The newly amended Child Protective Services Law (CPSL) significantly affects volunteers involved with Cumberland Valley School District students and in the District's facilities.
5. Approved Volunteers (e.g. those who have successfully completed background checks) must update their activity with the CVSD Approved Advisor listing each school year.
6. Volunteers must review and attest to the volunteer policy on an annual basis.
7. Monthly statements of account balance must be filed for all accounts no later than 30 days after the month ends.
8. Any fundraising activities must be documented on the School-Related Group Fundraising Request Form and approved by the Building Administrator prior to conducting the activity.
9. The name of the president or his/her representative willing to serve on a committee chaired by the Superintendent or designee for the purpose of communicating organization/group activities and receiving information from the administration to ensure an effective communication network between school organizations and groups, and the school administration must be submitted to the Business Office.

(EXHIBIT A)

School-Related Group Application,
Acknowledgment and
Financial Questionnaire



NAME OF ORGANIZATION: _____ EIN # _____

PRIMARY CONTACT: _____ E-MAIL _____

HOW DOES THE ORGANIZATION BENEFIT CV STUDENTS/FAMILIES/COMMUNITY? _____

Does the Organization have a 501(c)(3)? Yes ☐ No ☐ If yes, # _____

Does the Organization compensate any individuals? ☐ Yes ☐ No

Date the Organization's bylaws were last updated _____

Name of Accounting Software _____

When does the Organization finalize the Budget? _____

How many disbursements does the Organization make annually? _____

When does your organization conduct meetings? _____

We have read and understand each of the BEST PRACTICES and acknowledge that it is our responsibility to implement as many of the Best Practices as possible in order to protect the organization and the public monies entrusted to us. We have also read and understand each of the REQUIREMENTS and acknowledge that it is our responsibility to make sure each of the District requirements are complied with. Any changes to this list will be communicated directly to the Business Office and Building Principal within 7 business days.

_____ President (please print)	_____ Signature	_____ Term End Date	_____ E-mail
_____ Vice-President (please print)	_____ Signature	_____ Term End Date	_____ E-mail
_____ Secretary (please print)	_____ Signature	_____ Term End Date	_____ E-mail
_____ Treasurer (please print)	_____ Signature	_____ Term End Date	_____ E-mail

Please attach a copy of the School-Related Group's anticipated BUDGET and send this form to the Business Office.

Required officer CLEARANCES should be forwarded to the Human Resources Department.

(EXHIBIT B)



CUMBERLAND VALLEY
SCHOOL DISTRICT

School-Related Group Fundraising
Request Form



ORGANIZATION NAME _____

DESCRIPTION
OF FUNDRAISER _____

DATES OF FUNDRAISER _____

SPECIFIC PURPOSE
OF FUNDRAISER _____

WILL ALL PROCEEDS GO TO THE SCHOOL RELATED ORGANIZATION: YES NO
(If "NO" complete 3rd Party Fund Raising Form)

EXPECTED REVENUE FROM THE FUNDRAISER

\$

ORGANIZATION CASH BALANCE AT TIME OF REQUEST

\$

Officer Name

Date

Officer Signature

Date

☐

FUNDRAISER APPROVED

☐

FUNDRAISER NOT APPROVED

Administrator/Principal Signature

Date

(EXHIBIT C)



CUMBERLAND VALLEY
SCHOOL DISTRICT

School-Related Group Third-Party
Fundraising Request Form



SCHOOL RELATED
ORGANIZATION NAME _____

DATE OF FUNDRAISER: _____

THIRD-PARTY ORGANIZATION: _____

DOES THE THIRD-PARTY ORGANIZATION HAVE 501(c) 3 STATUS OR TRUST: YES NO

HAS THE THIRD-PARTY ORGANIZATION DONE OTHER FUNDRAISERS THIS YEAR
WITH THIS OR OTHER SCHOOL RELATED OR SCHOOL SPONSORED GROUPS? YES NO
(IF "NO" PLEASE ATTACH ALL PREVIOUS REQUEST FORMS)

WHAT IS THE EDUCATIONAL
VALUE OF THIS FUNDRAISER
FOR CV STUDENTS?

WHAT % OF THE PROCEEDS BENEFIT CV STUDENTS/FAMILIES/COMMUNITY: _____

EXPECTED REVENUE FROM THE FUNDRAISER

\$

Officer Name

Date

Officer Signature

Date

☐

FUNDRAISER APPROVED

☐

FUNDRAISER NOT APPROVED

Administrator/Principal Signature

Date

(EXHIBIT D)



CUMBERLAND VALLEY
SCHOOL DISTRICT

PTO Monthly Financial Reporting



ORGANIZATION NAME _____

MONTHLY REPORTING PERIOD _____

BEGINNING MONTHLY BALANCE	_____
DEPOSITS & REVENUE FOR MONTH	_____
CHECKS & EXPENSES FOR MONTH	_____
ENDING MONTHLY BALANCE	_____ A
ANNUAL BUDGET	_____ B
MONTHLY BALANCE AS A PERCENTAGE OF BUDGET (A ÷ B)	_____ C

Officer Name

Date

Officer Signature

Date

Administrator/Principal Signature

Date

Please attach FINAL BANK STATEMENT & BANK RECONCILIATION for Ending Month

(EXHIBIT E)

CUMBERLAND VALLEY MONTHLY FINANCIAL REPORTING



CUMBERLAND VALLEY SCHOOL DISTRICT

ATHLETIC BOOSTER NAME _____

MONTHLY REPORTING PERIOD _____

BEGINNING MONTHLY BALANCE _____

DEPOSITS & REVENUE FOR MONTH _____

CHECKS & EXPENSES FOR MONTH _____

ENDING MONTHLY BALANCE _____

Booster Signature

Date

Please attach FINAL BANK STATEMENT for Ending Month

(EXHIBIT F)



CUMBERLAND VALLEY
SCHOOL DISTRICT

District Recommended List of Acceptable Annual
Expenditures for PTO Groups



FOR PTO GROUPS

CATEGORY		MAXIMUM COST	
Assemblies		\$5,000	
After School Clubs		\$5,000	
Building Beautification		\$300	
Community Donations		\$3,000	
Eagle Foundation		\$3,000	
Evening Events: Dance, Social, Skating, Science Fair, Spring Fair, Literacy Night, Math Night			
Field Trips: Chaperone Costs			
Homeroom Parties, 5 th Grade Picnic			
Principal Fund: Faculty Meeting Snacks, Flowers for Concerts			
Scholarship		\$3,000	
Talent Show			
Teaching Aids: Classroom Allocation for Special Costs			
Teacher Appreciation: Welcome Back Gift, Conference Night Dinners, Teacher Appreciation Week			

(EXHIBIT G)



CUMBERLAND VALLEY
SCHOOL DISTRICT

District Recommended List of Acceptable
Annual Expenditures for Booster Groups



FOR SPORTS BOOSTER GROUPS

CATEGORY		MAXIMUM COST	
Jackets			
Team Bags			
Team Dinners			
Championship Rings			
T-Shirts			
Sweatshirts			
Meals for Away Games			
Coach Requests for Non-Budgeted Equipment (reviewed by AD), etc.			



Book	Policy Manual
Section	700 Property
Title	Gifts and Donations
Code	702
Status	Active
Adopted	June 19, 1997
Last Revised	August 15, 2005

Purpose

While it is not the intent of the Board to discourage either individual or organizational interest in the school, it is felt that clearly defined Board policy regarding such contributions may prevent misunderstandings. The Board recognizes that individuals and organizations in the community may wish to contribute additional funds, supplies or equipment to enhance or extend the instructional, athletic and extra-curricular programs. In general, it might be hoped that individual or organizational contributions might be designated to causes or to purposes for which public funds may not be available. It is with these basic assumptions in mind that the following policy regarding individual and organizational contributions to the school has been adopted.

Authority

The Board, or its designee, has the authority to accept such gifts and donations as may be made to the district or to any school in the district. The Board, or its designee, reserves the right to refuse to accept any gift which does not contribute toward the achievement of the goals of this district or the ownership of which would adversely affect the district. It shall be the policy of the Board to exercise appropriate control in respect to the receiving of unsolicited contributions to schools within the system.[1]

A list of supplies and equipment contributed primarily for school use shall be reported to the Board by the Superintendent, at least annually.[1]

Any gift accepted by the Board or its designee shall become the property of the district, may not be returned without approval of the Board, and is subject to the same controls and regulations as are other properties of the district.

It is expected that individuals or organizations desiring to contribute supplies or equipment will counsel with the Superintendent, or designee, regarding the acceptableness of such contributions in advance of the solicitation of funds or the making of budgetary appropriations. The Board in advance of solicitation of funds must approve any promises or contracts associated with the donation or gift.

Contributions of equipment or services that may involve installation or major costs for maintenance or initial or continuing financial commitments from school funds shall be presented to the Superintendent's office for Board consideration and approval.

Because of differences in economic resources available to the various schools and for other reasons, the purchase of equipment on a matching fund basis (part of cost provided by an individual or organization and part by the Board from public funds) may be approved by the Superintendent or designee, on a limited basis.

The Board shall be responsible for the maintenance of any gift it accepts, unless otherwise stipulated.

The Board will make every effort to honor the intent of the donor in its use of the gift but reserves the right to utilize any gift it accepts in the best interest of the educational program of the district.[1]

Legal

1. 24 P.S. 216



Book	Policy Manual
Section	800 Operations
Title	Maintaining Professional Adult/Student Boundaries
Code	824
Status	Active
Adopted	October 19, 2020

Authority

This policy applies to district employees, volunteers, student teachers, and independent contractors and their employees who interact with students or are present on school grounds. For purposes of this policy, such individuals are referred to collectively as **adults**. The term **adults** as used in this policy, does not include district students who perform services on a volunteer or compensated basis.

All adults shall be expected to maintain professional, moral and ethical relationships with district students that are conducive to an effective, safe learning environment. This policy addresses a range of behaviors that include not only obviously unlawful or improper interactions with students, but also precursor grooming and other boundary-blurring behaviors that can lead to more egregious misconduct.

The Board directs that all adults shall be informed of conduct that is prohibited and the disciplinary actions that may be applied for violation of Board policies, administrative regulations, rules and procedures.^[1]

This policy is not intended to interfere with appropriate pre-existing personal relationships between adults and students and their families that exist independently of the district or to interfere with participation in civic, religious or other outside organizations that include district students.

Definition

For purposes of this policy, **legitimate educational reasons** include matters or communications related to teaching, counseling, athletics, extracurricular activities, treatment of a student's physical injury or other medical needs, school administration or other purposes within the scope of the adult's assigned job duties.

Delegation of Responsibility

The Superintendent or designee shall annually inform students, parents/guardians, and all adults regarding the contents of this Board policy through employee and student handbooks, posting on the district website, and by other appropriate methods.

The building principal or designee shall be available to answer questions about behaviors or activities that may violate professional boundaries as defined in this policy.

Independent contractors doing business with the district shall ensure that their employees who have interaction with students or are present on school grounds are informed of the provisions of this policy.[2]

Guidelines

Adults shall establish and maintain appropriate personal boundaries with students and not engage in any behavior that is prohibited by this policy or that creates the appearance of prohibited behavior.

Prohibited Conduct

Romantic or Sexual Relationships -

Adults shall be prohibited from dating, courting, or entering into or attempting to form a romantic or sexual relationship with any student enrolled in the district, regardless of the student's age. Students of any age are not legally capable of consenting to romantic or sexual interactions with adults.[3][4]

Prohibited romantic or sexual interaction involving students includes, but is not limited to:

1. Sexual physical contact.
2. Romantic flirtation, propositions, or sexual remarks.
3. Sexual slurs, leering, epithets, sexual or derogatory comments.
4. Personal comments about a student's body.
5. Sexual jokes, notes, stories, drawings, gestures or pictures.
6. Spreading sexual or romantic rumors.
7. Touching a student's body or clothes in a sexual or intimate way.
8. Accepting massages, or offering or giving massages other than in the course of injury care administered by an athletic trainer, coach, or health care provider.
9. Restricting a student's freedom of movement in a sexually intimidating or provocative manner.
10. Displaying or transmitting sexual objects, pictures, or depictions.

Social Interactions -

In order to maintain professional boundaries, adults shall ensure that their interactions with students are appropriate.

Examples of prohibited conduct that violates professional boundaries include, but are not limited to:

1. Disclosing personal, sexual, family, employment concerns or other private matters to one or more students.
2. Exchanging notes, emails or other communications of a personal nature with a student.

3. Giving personal gifts, cards or letters to a student without written approval from the building principal.
4. Touching students without a legitimate educational reason. (Reasons could include the need for assistance when injured, a kindergartner having a toileting accident and requiring assistance, appropriate coaching instruction, or appropriate music instruction).
5. Singling out a particular student or students for personal attention or friendship beyond the ordinary professional adult-student relationship.
6. Taking a student out of class without a legitimate educational reason.
7. Being alone with a student behind closed doors without a legitimate educational reason.
8. Initiating or extending contact with a student beyond the school day or outside of class times without a legitimate educational reason.
9. Sending or accompanying a student on personal errands.
10. Inviting a student to the adult's home.
11. Going to a student's home without a legitimate educational reason.
12. Taking a student on outings without prior notification to and approval from both the parent/guardian and the building principal.
13. Giving a student a ride alone in a vehicle in a nonemergency situation without prior notification to and approval from both the parent/guardian and the building principal.
14. Addressing students or permitting students to address adults with personalized terms of endearment, pet names, or otherwise in an overly familiar manner.
15. Telling a student personal secrets or sharing personal secrets with a student.
16. For adults who are not guidance/counseling staff, psychologists, social workers or other adults with designated responsibilities to counsel students, encouraging students to confide their personal or family problems and/or relationships. If a student initiates such discussions, the student should be referred to the appropriate school resource.
17. Furnishing alcohol, drugs or tobacco to a student or being present where any student is consuming these substances.
18. Engaging in harassing or discriminatory conduct prohibited by other district policies or by state or federal law and regulations.[5][6]

Electronic Communications -

For purposes of this policy, **electronic communication** shall mean a communication transmitted by means of an electronic device including, but not limited to, a telephone, cellular telephone, computer, computer network, personal data assistant or pager. Electronic communications include, but are not limited to, emails, instant messages and communications made by means of an Internet website, including social media and other networking websites.

As with other forms of communication, when communicating electronically, adults shall maintain professional boundaries with students.

Electronic communication with students shall be for legitimate educational reasons only.

When available, district-provided email or other district-provided communication devices or platforms shall be used when communicating electronically with students. The use of district-provided email or other district-provided communication devices or platforms shall be in accordance with district policies and procedures.[7]

All electronic communications from coaches and advisors to team or club members shall be sent in a single communication to all participating team or club members, except for communications concerning an individual student's medical or academic privacy matters, in which case the communications will be copied to the building principal. In the case of sports teams under the direction of the Athletic Director, such medical or academic communications shall also be copied to the Athletic Director.

Adults shall not follow or accept requests for current students to be friends or connections on personal social networking sites and shall not create any networking site for communication with students other than those provided by the district for this purpose, without the prior written approval of the building principal.

Exceptions

An emergency situation or a legitimate educational reason may justify deviation from the rules regarding communication or methods for maintaining professional boundaries set out in this policy. The adult shall be prepared to articulate the reason for any deviation from the requirements of this policy and must demonstrate that s/he has maintained an appropriate relationship with the student.

Under no circumstance will an educational or other reason justify deviation from the "Romantic and Sexual Relationships" section of this policy.

There will be circumstances where personal relationships develop between an adult and a student's family, e.g. when their children become friends. This policy is not intended to interfere with such relationships or to limit activities that are normally consistent with such relationships. Adults are strongly encouraged to maintain professional boundaries appropriate to the nature of the activity.

It is understood that many adults are involved in various other roles in the community through non-district related civic, religious, athletic, scouting or other organizations and programs whose participants may include district students. Such community involvement is commendable, and this policy is not intended to interfere with or restrict an adult's ability to serve in those roles; however, adults are strongly encouraged to maintain professional boundaries appropriate to the nature of the activity with regard to all youth with whom they interact in the course of their community involvement.

Reporting Inappropriate or Suspicious Conduct

Any person, including a student, who has concerns about or is uncomfortable with a relationship or interaction between an adult and a student, shall promptly notify the building principal or Title IX Coordinator/Compliance Officer. Reports may be made using the Discrimination/Sexual Harassment/Bullying/Hazing/Dating Violence/Retaliation Report Form or by making a general report verbally or in writing. Upon receipt of a report, school staff shall promptly notify the building principal.[5][8]

All district employees, independent contractors and volunteers who have reasonable cause to suspect that a child is the victim of child abuse, shall immediately report the suspected abuse, in accordance with applicable law, regulations and Board policy.[9][10]

An educator who knows of any action, inaction or conduct which constitutes sexual abuse or exploitation or sexual misconduct under the Educator Discipline Act shall report such misconduct

to the Pennsylvania Department of Education on the required form, and shall report such misconduct to the Superintendent, Title IX Coordinator/Compliance Officer and his/her immediate supervisor, promptly, but not later than fifteen (15) days following discovery of such misconduct.[5][8][11][12]

If the Superintendent or designee reasonably suspects that conduct being reported involves an incident required to be reported under the Child Protective Services Law, the Educator Discipline Act or the Safe Schools Act, the Superintendent or designee shall make a report, in accordance with applicable law, regulations and Board policy.[9][10][11][12][13][14][15][16][17][18]

It is a violation of Board policy to retaliate against any person for reporting any action pursuant to this policy or for participating as a witness in any related investigation or hearing.[5][8]

Investigation

The Title IX Coordinator/Compliance Officer shall promptly assess and address allegations of inappropriate conduct in accordance with the procedures for reports of discrimination or Title IX sexual harassment.[5][8]

It is understood that some reports made pursuant to this policy will be based on rumors or misunderstandings; the mere fact that the reported adult is cleared of any wrongdoing shall not result in disciplinary action against the person making the report or any witnesses. If as the result of an investigation any individual, including the reported adult, the person making the report, or a witness is found to have knowingly provided false information in making the report or during the investigation or hearings related to the report, or if any individual intentionally obstructs the investigation or hearings, this may be addressed as a violation of this policy and other applicable laws, regulations and Board policies. **Obstruction** includes, but is not limited to, violation of "no contact" orders given to the reported adult, attempting to alter or influence witness testimony, and destruction of or hiding evidence.[5][8][12][19][20][21][22]

Disciplinary Action

A district employee who violates this policy may be subject to disciplinary action, up to and including termination, in accordance with all applicable district disciplinary policies and procedures.[8][12][19]

A volunteer, student teacher, or independent contractor or an employee of an independent contractor who violates this policy may be prohibited from working or serving in district schools for an appropriate period of time or permanently, as determined by the Superintendent or designee.

Training

The district shall provide training with respect to the provisions of this policy to current and new district employees, volunteers and student teachers subject to this policy.

The district, at its sole discretion, may require independent contractors and their employees who interact with students or are present on school grounds to receive training on this policy and related procedures.

Legal

1. 24 P.S. 510
2. Pol. 818
3. 18 Pa. C.S.A. 3124.2
4. 24 P.S. 2070.9f
5. Pol. 103
6. Pol. 103.1
7. Pol. 815
8. Pol. 104
9. 23 Pa. C.S.A. 6311
10. Pol. 806
11. 24 P.S. 2070.9a
12. Pol. 317.1
13. 22 PA Code 10.2
14. 22 PA Code 10.21
15. 22 PA Code 10.22
16. 24 P.S. 1302.1-A
17. 24 P.S. 1303-A
18. Pol. 805.1
19. Pol. 317
20. Pol. 113.1
21. Pol. 218
22. Pol. 233
- 24 P.S. 2070.1a et seq
- 22 PA Code 235.1 et seq
- 23 Pa. C.S.A. 6301 et seq

824 Attach 1 Report Form 8 14 2020.docx (72 KB)



Book	Policy Manual
Section	800 Operations
Title	Social Media
Code	816
Status	Active
Adopted	May 21, 2012
Last Revised	February 19, 2019

Purpose

The purpose of this policy is to ensure the orderly operation of the district's schools by establishing standards for the operation of school district social media accounts and personal social media accounts, and to differentiate between personal and School Related social media accounts and those accounts controlled by the district.

Delegation of Responsibility

The Superintendent shall develop procedures to implement this policy, and may delegate to his/her designee(s) the right to enforce this policy.

Definitions

Discriminatory or Harassing Comments – comments or imagery that attack or mock an individual due to his/her real or perceived race, color, national origin/ethnicity, gender, age, disability, sexual orientation or religion, or which otherwise constitute bullying.

Limited Public Forum – a government operated location where the public may comment and post online, subject to viewpoint neutral guidelines.

Non-public Forum – a government operated location where the public may not comment or post online; free expression by the public is restricted regardless of message or viewpoint.

District Policy 915

School-Sponsored Social Media Account (School-Sponsored Account) – a social media account, regardless of platform, that is operated by or on behalf of a school district employee or School Board member, or their designee in his/her professional capacity, or on behalf of a school-sponsored organization or group, and that is designed to further the educational mission of the school district by communicating with members of the school district community and the general public. A "school-sponsored organization or group," as used herein, shall have the same meaning as that phrase is defined in Policy 915.1.[3]

School-Related Organizations and Groups Social Media Account (School-Related Account) – a social media account, regardless of platform, that is operated by or on behalf of a volunteer, student, parent, alumnus, or other member of the public on behalf of a school-related organization or group, including but not limited to a PTO, Booster Organization, Eagle Foundation, etc. school-related social media accounts are operated by volunteers as outlined above and not operated by school district employees or School Board members as a part of their primary employed function. A "school-related organization or group," as used herein, shall have the same meaning as the phrase is defined in Policy 915.2.[4]

Personal Social Media Account (Non-School Account) – a social media account, regardless of platform, that is operated by a school district employee or School Board member for his/her personal use, including personal professional development. A personal social media account is not regularly used to promote or communicate about school district events or activities, or the activities of students.

Social Media – forms of electronic communication, such as Internet applications and websites for social networking and microblogging, through which users create online communities to share information, ideas, personal messages, and other content, such as videos. Current social media platform examples include Facebook, Twitter, Snapchat, WhatsApp, etc.

If any social media post is published using school district technology resources, including computing devices, mobile devices, and networks, the district's acceptable use policy applies and is hereby incorporated by reference.[1]

Guidelines

School-Sponsored Social Media Accounts

School-sponsored social media accounts must remain professional, and consistent with the educational mission of the school district at all times. The operators of school-sponsored social media accounts are responsible for the content on the social media accounts that they or their designee manage(s).

Account Ownership

School-sponsored social media accounts are owned by the school district, and operated by school district employees or School Board members on behalf of the school district. The Director of Technology or his/her designee shall maintain a list of all school-sponsored social media accounts, along with a list of credentials to access the accounts. It is the responsibility of the individual who creates the school-sponsored social media account to report the account's credentials to the Director of Technology or his/her designee.

Photos, Videos, & Livestreams of Students

School-sponsored social media account operators may post photographs, videos, and livestreams of students engaged in the educational process or at school-related events unless the student's parents/guardians have opted the student out of FERPA's directory information sharing, or if parents/guardians have declined to sign the district's media release form. The operators of school-sponsored social media accounts are responsible for complying with this provision.

Public Comments

All school-sponsored social media accounts shall operate as a limited public forum, where the public may comment publicly on the posts – subject to certain guidelines.

Operating as a limited public forum, school-sponsored social media accounts shall include a prominent link to the following comment guidelines, posted on the school district's website:

- a. Comments must be related to the original school district post.
- b. No personal attacks.
- c. No lewd, vulgar, or obscene posts.
- d. No discriminatory or harassing comments.
- e. No posts promoting violence or illegal conduct.

Individual comments or posts that violate the above guidelines may be deleted (if possible given the social media platform) without further notice. Posts may not be deleted simply because they are critical of the school district, or because they promote an unpopular opinion, if the post otherwise complies with the above guidelines.

School-sponsored social media account operators may not block users from accessing social media posts on the account. The Director of Technology shall refer any user who repeatedly violates the above guidelines to the Superintendent for further investigation and potential legal remedies.

Tagging

School-sponsored social media account operators may tag the social media accounts of educational applications, products, and services, so long as the district and its employees do not receive financial or other tangible compensation for the tag.

School-sponsored social media account operators shall be permitted to tag individual students using their social media usernames or handles, given that the student is thirteen (13) years of age or older, and the student's parents/guardians have allowed for media release and FERPA's directory information sharing.

One-to-one communication with a student shall be limited to approved methods of communication as provided by the district and outlined in Policy 824.[2]

Accessibility

All content posted to school sponsored social media accounts shall be accessible to individuals with disabilities.

The Director of Technology or his/her designee shall implement best practices using available technology to facilitate access to school-sponsored social media content whenever practicable.

Copyright

The copyright for all content posted to school-sponsored social media accounts must be either owned by the school district, licensed by the copyright owner, or not subject to copyright protection. The operator of a school-sponsored social media account is responsible for ensuring compliance with this provision.

Retweets/Reposts

School-sponsored social media accounts may highlight social media posts by others by retweeting or reposting their messages, so long as the content of the retweet is furthering the educational mission of the school district.

School-Related Social Media Accounts

School-related social media accounts are not operated or controlled by the school district. These

accounts are privately created, operated, and maintained, and are not actively monitored by the district.

School-related social media accounts may not use the school district's logo, unless given express written permission by the Superintendent or his/her designee.

The school district encourages the operators of all school-related social media accounts to be good-faith ambassadors of the school district, and to operate these social media accounts in a manner that represents the school district in a positive light.

Personal Social Media Accounts

School district employees may not use personal social media accounts to communicate (via direct message or private chat) with students concerning any school district business.

School district employees are strongly encouraged to utilize privacy settings on personal social media accounts to ensure that a professional boundary is maintained between the employee and students and parents/guardians.

The school district does not actively monitor personal social media accounts. Nonetheless, should the school district administration or School Board's attention be brought to an employee's personal social media post that demonstrates insubordination, immorality, cruelty, unlawful discrimination, other unlawful act(s), or that impedes the efficient and effective operation of the school district, the employee may be subject to disciplinary action.

Consequences for Violation of This Policy

Employees that violate this policy may be subject to disciplinary action, up to and including dismissal.

Legal

1. Pol. 815
2. Pol. 824
3. Pol. 915.1
4. Pol. 915.2