

# Board Policy

Code No. 903.5R2

## DISTRIBUTION OF MATERIALS

### VIRTUAL BACKPACK GUIDELINES

All materials must be approved through:  
BCSD Administration Center  
Celeste Miller, Director of Communication  
PO Box 1150  
Bettendorf, IA 52722  
563-359-3681

The following criteria will apply to all materials submitted for online posting:

- The organization requesting posting must be a **NON-PROFIT** or **NOT-FOR-PROFIT** group based in Bettendorf or its contiguous communities. Distribution of materials for commercial organizations will not be permitted.
- All activities or information must be appropriate for **students**. Activities should relate to a school function, event or purpose, or relate to an agency that offers widely appealing recreational program options for students.
- Activities should not conflict with public tax-supported efforts already in effect.
- Activities should accommodate a community-wide need and must be significant for the portion of the population served by the boundaries of Bettendorf Community School District.
- The District will not endorse anything that requires solicitation for local service organizations.
- As a general rule, all District participation in events involving pledges will be limited to distribution of materials for local service organizations. The District will not participate in collection of money, pledges, etc.
- Flyers will not be posted more than two months before the event.
- Application should be made at least five days prior to the desired distribution date using the **Virtual Backpack Flyer Request** form. One copy of the exact material, **in PDF format**, must accompany the request for distribution. Your proposed announcement should contain a contact name and phone number for persons who desire further information. If a registration form is included, clearly state where and to whom the form should be returned. The District will not participate in collecting forms or fees.
- To submit the completed Request form and PDF of proposed announcement email Celeste Miller at **cmiller@bettendorf.k12.ia.us**. You will be notified if your request is approved.

- Upon District approval, a limited number of materials may be displayed in the literature racks located in the common areas of our buildings. This additional option may be selected on the Virtual Backpack Request form. It will be the requesting organization's responsibility to provide paper copies. It is not possible for schools to make additional copies or to distribute to individual classrooms/students. Approved flyers will be limited to 20 at the elementary level and 50 at the middle school. Approved flyers must be delivered to the Assistant Superintendent's office (BCSD Administration Center, 800 23rd St., Bettendorf) for distribution to the buildings.
- Suitability and approval are at the discretion of the District. Materials are posted for informational purposes only. This does not imply Bettendorf Community School District's endorsement of them.
- The District reserves to right to further limit the number of requests for posting, permit exceptions to the criteria noted above, deny posting rights to individuals or organizations which have demonstrated irresponsibility and permit limited paper copy distribution to students.

*Approved: August 1, 2011*

*Reapproved: February 19, 2013  
August 7, 2017*