

# COMMUNICATIONS

# STANDARDS

**Published by  
Communications & Media Relations**

**Broward County Public Schools  
Guide for Written Communication**



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## PURPOSE

The Communications & Media Relations Department is responsible for a large portion of the internal and external communication for the District. From working with reporters on stories to helping schools with newsworthy events, to keeping employees informed, to crisis communication, Communications & Media Relations staff are well versed in effective communication.

This desktop reference is designed to increase the clarity and effectiveness of all District communication through consistent use of the District's name and logos through all media. Because our District uses multiple forms of visual expression, the Communications & Media Relations Department recognizes the need to help schools and departments communicate effectively.

The information contained in this reference guide is derived from several stylebooks, including the Associated Press, and has been crafted to meet the needs of our District. This reference pertains to all printed and written materials, including, but not limited to:

- Letterhead
- Business cards
- Booklets
- Posters
- Computerized Presentations (PowerPoint, etc.)
- Flyers
- Brochures
- Exhibits and/or displays
- Web sites

## WHAT IF I CAN'T FIND THE ANSWER IN THIS BOOKLET?

Understandably, there will be situations encountered for which this manual contains no clear-cut answer. Experts are available to help you with these issues. Please contact the Communications & Media Relations Department at 754-321-2300 with questions concerning printed and written media guidelines.

## WHO ARE WE?

It sounds simple enough, but not knowing the proper way to refer to the school system can pose problems. Simply put, we are Broward County Public Schools or the District. Please adhere to the following:

- When using Broward County Public Schools as an adjective, you must keep the “s” at the end of Schools: (Broward County Public Schools teachers are leading the way.)
- Broward County Public Schools is a singular entity: (Broward County Public Schools has done well on the FCAT.)
- Once Broward County Public Schools is used, additional references in the same document can be BCPS.
- You can also refer to BCPS as the District, however, when using this reference, be sure to always capitalize the “D.”
  - When referring to multiple districts, do NOT capitalize the “d”: (Many Florida school districts have implemented the program.)
- When referring to the county’s public schools in general, do not capitalize the “p” or “s.” It is a plural subject and takes a plural verb: (Broward’s public schools have done well academically and athletically.)
- Do NOT use Broward County Public Schools to indicate possession - use District’s or school system’s: (The District’s buses travel more than 108,000 miles each day.)

## WHEN REFERRING TO THE NINE-MEMBER

## BROWARD COUNTY SCHOOL BOARD:

- It is best to use Broward County School Board or School Board on the majority of printed and written materials.
  - Additional references in the same document can be the Board - be sure to capitalize the “B”: (In a 9-0 vote, the Board approved the new policy.)
- You should **ONLY** use **The School Board of Broward County, Florida** when listing the group on legal documents (contracts, etc.) to indicate the legal, governing body of the school system (be sure to capitalize “The.”)
- Do not capitalize the “M” in member: (School Board member Jane Smith said she would support the effort.)
- The correct designation is School Board Chair and School Board Vice Chair - capitalize the “C” and “V” - (it is **NOT** Chairperson, Chairman, or Chairwoman.) When listed, the designation comes after the person’s name: (Mary Smith, School Board Chair.)

## WHEN REFERRING TO SCHOOLS:

- Always use the complete name for the first reference: (All American Elementary School won the competition.)
  - Subsequent references can drop “school”: (All American Elementary worked hard to increase student achievement.)
- On all “official” documents (memos, letterhead, etc.), the entire school name must appear: (i.e. J.P. Taravella High School; Blanche Ely High School, etc.)
- When listing multiple schools of the same grade level, list the type of school last and do not capitalize: (Sanders Park, Nova Eisenhower, Palm Cove and Watkins elementary schools are going on the field trip.)
  - Do not pluralize the identifier: (elementary, middle, high, etc.)
- A school is an inanimate object, so when using a pronoun to refer to a school, use “it” or “its”: (Sunrise Middle is holding its open house on Friday, July 25th at 8 p.m.)
- When compiling a list of schools, separate them by grade level and use the identifier first:

The following schools participated in the program:

  - Elementary: Driftwood, Hallandale, Lakeside and Morrow;
  - Middle: Seminole, Silver Trail and Westglades;
  - High: Coconut Creek, Dillard, Everglades and Hallandale;
  - Centers: Atlantic Technical, Lanier-James and Pine Ridge Alternative.

## LETTER VS. MEMO

When corresponding within the District, use a memo format. When writing to parents, vendors and others in the community (outside the District), prepare a letter on approved letterhead.

## APPROVED LETTERHEAD

The District has created online templates that must be downloaded and updated on an as-needed basis. To obtain a school or department letterhead template, visit the Communications & Media Relations Department Intranet page (**web/communications**) and click on the appropriate link.

Once you download the proper form, you can customize it with the name, address and telephone number of your school or department, as well as update the Board member list as needed. You do not need to have letterhead printed in large quantities anymore - the online version is available whenever you need it.

## MEMOS: HOW TO

Memo Format Guidelines:

- Include titles of all parties
- Bold and capitalize the subject
- Justify the margins
- Writer's initials should be in the chain of command, and include the typist's initials in lower case (FT/INITIALS OF MEMO WRITER;jd)
- Attachments and reference numbers listed under initials
- Skip a line, then list those copied (cc)

When preparing memos to School Board members for the Superintendent's signature, use the TO/FROM/VIA format. All correspondence to the Board members must be sent via the Superintendent.

See the following two pages for examples.

DATE:       xx/xx/xxxx

TO:         School Board Members

FROM:       Name  
              Title

VIA:         Name  
              Superintendent of Schools

SUBJECT:   **ALWAYS BOLD AND CAPS**

(skip two lines and start body)

BODY OF MEMO (FULL JUSTIFY)

(skip one line)

INITIAL LISTING: typist initials

(skip one line - if room allows)

Attachments (if there are any)

cc:

When sending a memo to School Board members, use this TO/FROM/VIA format:

DATE: xx/xx/xxxx

TO: All Principals

FROM: Name  
Title

VIA: Area Superintendents (Designated Area Superintendent to Sign Off)  
Superintendent of Schools

SUBJECT: **ALWAYS BOLD AND CAPS**

(skip two lines and start body)

BODY OF MEMO (FULL JUSTIFY)

(skip one line)

INITIAL LISTING: typist initials

(skip one line - if room allows)

Attachments (if there are any)

cc:

When sending a memo to schools,  
use this TO/FROM/VIA format:

## MEMO PROCEDURES

- The Superintendent, Area Superintendents and Area Directors must be copied on all correspondence sent to principals.
- When Senior Management is copied on a memo, do not copy Area Superintendents as they are part of Senior Management.
- If School Board members are copied on a memo, they are listed first - others are then listed by rank and then alphabetically.
- In the body text of a memo, include a contact name and number, in bold print.
- If a memo is for general distribution (more global subject), it should be via the Superintendent.
  - For more narrowly focused audiences and subjects, memos should be sent via the appropriate Area Superintendent.

## REQUIRED ELEMENTS IN PRINTED MATERIALS

Regardless of what you are printing, there are certain elements that must be part of the final product. Brochures, flyers, guides, handbooks, newsletters and posters **MUST** contain the following required elements:

- Correct spelling and grammar
- One of the five approved versions of District logo (apple & palm tree) listed on page 17
- List of Board members & Superintendent
- Non-discrimination clause
- BCPS Web site address (**[www.browardschools.com](http://www.browardschools.com)**)
- Name of school or department creating the item
- Contact phone number of school or department creating the item

Optional items for inclusion in published materials:

- School or department mission statement
- Division, division head, principal name
- Mailing address
- Staff names
- Motto (i.e. Transforming Education: One Student at a Time)
- Logos/names of partners
- Other information, as deemed appropriate by developer of item

# SCHOOL BOARD AND

# SUPERINTENDENT LISTING

## The School Board of Broward County, Florida

Board member name, Chair  
Board member name, Vice Chair

Board member name  
Board member name  
Board member name  
Board member name  
Board member name  
Board member name  
Board member name

Superintendent's name  
Superintendent of Schools

A list of Broward County School Board members and the Superintendent of Schools must be included on all printed documents. In most cases, the listing can go on the back cover of a book, brochure or guide. As for flyers and other smaller publications, it can be done in an available space, but the names must be legible.

The Board Chair should be listed first, then the Vice Chair, followed by the remaining Board members in alphabetical order. After the Board member list, there should be two blank lines, then the name of the Superintendent on one line, and his/her title on the next line.

If space limitations do not allow for the vertical listing, it is acceptable to list the Board in sentence format, again, with the Chair first, then the Vice Chair, then the other members alphabetically, followed by the Superintendent's name and title.

Whatever format is used, it is important that the most current list with proper names and spellings appear. Each November, the names of the Chair and Vice Chair change, and the list also changes as new members are elected. The current list is available from the School Board office manager (754-321-2019), the Graphics Department (754-321-1055) or the Communications & Media Relations Department (754-321-2300.) There is an updated list on the District's Web site ([www.browardschools.com/schoolboard](http://www.browardschools.com/schoolboard)).

## **NON-DISCRIMINATION CLAUSE**

The District's non-discrimination clause must appear on all publications. In most cases, it should appear after/or under the Board member list, and before the Web address. There is only one accepted clause, and it is as follows:

**The School Board of Broward County, Florida prohibits any policy or procedure which results in discrimination on the basis of age, color, disability, gender, national origin, marital status, race, religion or sexual orientation. Individuals with disabilities requesting accommodations under the Americans with Disabilities Act (ADA) may call the Equal Educational Opportunities Department (EEO) at 754-321-2150 or Teletype Machine at 754-321-2158.**

## **DISTRICT WEB SITE ADDRESS**

It is suggested that the District's Web site address be listed after the Board member list and the non-discrimination clause on all printed materials. The site has become the central information tool for the District, and it is important that the address be advertised as often as possible. The address listed should be (**[www.browardschools.com](http://www.browardschools.com)**) - it is not necessary to put the http:// in front of the address as that is implied and will be inserted in front of www addresses by all Web browsers.

## SHOULD I CAPITALIZE?

The following should help you decide if it is proper to capitalize a word or title. Along with all proper names, in general:

- **DO NOT** capitalize:
  - The “m” in member when listing a School Board member by title: (Jenny Smith, School Board member.)
  - “state” when referring to the state Department of Education.
  - When referring to an Internet or Intranet Web site, “Web” is always capitalized, but “site” is not. The same is true for Web page - capitalize “Web” but not “page.”
  - If referring to a group: (The area directors had a meeting on Friday. The superintendents met for lunch after the meeting.)
- **DO** capitalize:
  - Job titles when referring to an individual person when their name precedes or follows their title: (John Smith, Superintendent of Schools; Betty Jones, School Board member; Area Superintendent Cathy Brown; Jane Doe, Principal, etc.)
  - When referring to an official governing body or organization: (The School Board voted to approve the measure.)
  - When referring to our District, capitalize the “D”: (Our District won a prestigious award.)
  - Capitalize names of departments, divisions and offices: (Communications & Media Relations Department, Office of Government Relations, BECON Graphics, etc.)
  - U.S. Department of Education and Florida Department of Education.
  - When referring to the World Wide Web, all three words are capitalized.
  - “Internet” and “Intranet”
  - E-mail should have a capital “E” and a lowercase “m.”

## OTHER GRAMMATICAL/STYLE POINTS

- It is acceptable to use districtwide or countywide as one word.
- Online should always be one word.
- Web site and Web page are two words.
- When listing a Web site address, it should be done within a set of parentheses and the address should be in bold (**www.browardschools.com**). If the address comes at the end of a sentence, the period goes **outside** the last parenthesis.
- When listing a grade level as a noun, do not use a dash (-) between the words: (Johnny is in the fifth grade. Suzie just finished the eighth grade.)
- When using the grade as an adjective, separate the words with a dash: (Ms. Jones has such energetic seventh-grade students. Those first-graders are really working hard.)
- When using quotation marks, the period or comma must go **inside** the final quotation mark: (“I’m the best player in the league,” said Sally. According to Johnny, he is “not going to do that again.”)

## HIGHER EDUCATION

Working in the field of education, we frequently have to list specific degrees that individuals have earned. In general:

- Don’t capitalize generic references to degrees: (master’s degree, bachelor’s degree)
- Specific areas require capitalization (Master of Education, Master of Science)
- Abbreviations are:
  - Ed.D. and Ph.D. - be sure to include the period at the end of the abbreviation.

## NUMBERS, DATES, TIMES

## AND PHONE NUMBERS

- When spelling numbers, always spell out those between zero and nine - use numerals for numbers 10 or higher: (10; 275; 1,250; etc.)
  - When starting a sentence with a number, **ALWAYS** spell it out: (Seven buses have been purchased for the new school year.)
  - When two numbers are listed together, with one modifying the other, the first is spelled out: (There were twenty five, 12-page books in the classroom.)
- If listing a sports score or monetary amount, use the actual number: (The Hawks won 27-3. Johnny spent \$4 on that book.)
  - When listing monetary amounts, use a dollar sign only: (That was a \$45 vase.)
- Percentages should be spelled out unless used in a mathematical equation or chart: (There is an 80 percent chance of rain today.)
- When listing the school year, use the entire first year and the last two digits of the second year: (The 2003/04 school year was filled with fun and excitement.)
- When listing the entire day and date, separate with commas: (on Tuesday, August 24, 2004, the school will hold its annual luncheon.)
  - When listing just the month and year, no comma is needed: (It was July 2004 when we first met.)
- Except for noon and midnight, use figures to represent time: (1 p.m.; 2:30 a.m.)
  - When listing a time without minutes, **DO NOT** use zeros: (1 p.m.; 4 p.m.; 11 a.m.)
- When reflecting a time period, separate the numbers with a dash: (The event will run from 7-9 p.m.; We will be celebrating from 11 a.m. - 1 p.m.)
  - If an event is taking place within the same time frame (i.e. morning or afternoon, only one a.m. / p.m. reference is needed: (The game is scheduled from 1-3 p.m.)
- With 10-digit dialing, the area code is part of the number - it is **NO** longer necessary to use parentheses when listing an area code: (The Communications & Media Relations Department can be reached at 754-321-2300.) Do this with **ALL** phone numbers, not just those in Broward County.

## DISTRICT LOGO

In order to standardize the District “brand” on all materials, it is important that certain elements be shared throughout. The District logo has become synonymous with BCPS - it includes the apple and palm tree graphic. Over the years the use of that logo has taken on many forms, many of which are not proper.

The logo should ONLY appear in one of the following five forms:

1  **Broward County Public Schools**

2  **Broward County Public Schools**

  
**Broward County  
Public Schools**  
3

  
4

  
5

The five logos above are the only ones that should be used on printed documents and items (i.e. coffee mugs, t-shirts, etc.) While schools are allowed to use their logos on printed materials, individual department logos are NOT permitted because all departments are part of Broward County Public Schools. As with business cards, the color of the logo can change to fit in with the publication, it is recommended that the logo NOT be printed in multiple colors.

**Standard:** The standard logo font for the Broward County Public Schools logo is **Avant Garde Bold**. Any questions about substitutions should be referred to Print Graphics Department at 754-321-1055.

## SAMPLES OF UNACCEPTABLE VERSIONS OF THE DISTRICT LOGO

### Scale

Keep all proportions exact - when sizing the logo for the publication, be sure it is not “squished” or “stretched” out of shape.



### Consistency

Do not make changes to the typeface or size of the font - they are important elements of the logo.

*Broward  
County*



*Public  
Schools*

### Adding Elements

Avoid adding any additional elements to the District's logo - it should appear exactly as one of the examples on page 17.



### Deleting Text

When using the District apple logo, you **MUST** use one of the five approved logos - do not use portions of the logo (i.e. deleting some words, etc.)



## OFFICIAL SCHOOL BOARD SEAL



There is another logo that is sometimes used by the District - it is the official seal. This logo should **ONLY** be used for official documents (i.e. contracts, etc.) or business cards for those departments that do legal business for the District, if the department so chooses (i.e. Legal Counsel, Purchasing, etc.) Whenever possible, an approved version of the “apple” logo is recommended.

To obtain any of these logos for use in a publication, contact the Print Graphics Department at 754-321-1055.

## BUSINESS CARDS

In order to ensure there are central elements that are part of all District business cards and that the person can be easily identified as a District employee, the Superintendent of Schools has approved ONE template. The template, shown at right, can be found on the Communications & Media Relations Intranet page ([web/communications](#)).

While there is only one approved template for business cards districtwide, a school or department may use its official colors when new cards are printed. While the colors on the business card can be changed, the content, layout and design must be what is pictured on the template.

Individual school logos are not to be used on the business cards.

Please contact the District's Print Graphics Department at 754-321-1055 to have new cards designed. Print Graphics can also provide a list of approved vendors that can print new cards.

 <a href="http://www.browardschools.com">www.browardschools.com</a>	<b>School / Dept Name</b>
	<b>Name</b> Title
	Office: 754-000-0000 Fax: 754-000-0000 <a href="mailto:name@browardschools.com">name@browardschools.com</a>
	Street Address City, Florida Zip

# WEB SITES AND THE INTERNET

More and more schools and departments are using the Internet as a key vehicle for disseminating information. While the World Wide Web has proven itself as a valuable communication tool, there are certain things you need to keep in mind.

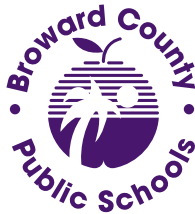
## POLICY & WEB HOSTING

- Schools and departments **MUST** follow School Board policy 5306 (School and District Technology Usage), specifically #7 in the policy, when creating a Web presence.
- Schools and departments are encouraged to work with Educational Technology Services (ETS) as they can assist with the creation and hosting of Web sites. Using ETS to host Web sites internally permits faster maintenance of the site and immediate technical support when needed. By using ETS for your Web site needs, you eliminate potential problems before they happen. For more information, contact ETS directly at 754-321-0327.
- The Communications & Media Relations Department has created a “splash page” for schools and departments, and they are part of the District’s Internet site. These splash pages provide basic information (phone number, principal’s name, director’s name, address, etc.) For those schools and departments that have individual Web sites, a link is provided on the splash page.

## DESIGN ELEMENTS

By its very nature, Web sites are as individual as the school or department they represent. There are certain style elements that should be considered when creating a District-related Web site.

1) It is recommended that on the main page, the BCPS logo (apple & palm tree) appear to let visitors know your school or department is part of BCPS. The following logo is suggested:



This logo can be more easily adapted to various Web pages, taking up little space while identifying your site as part of BCPS. Again, when using the logo, it is important to keep the scale and proportions exact (do not squish or stretch the logo.)

You can obtain the logo from the Communications & Media Relations Intranet Web site ([web/communications/logo.htm](http://web/communications/logo.htm)). It is also suggested that the logo be made into a “link” that takes visitors to the District’s main Web site ([www.browardschools.com](http://www.browardschools.com)).

2) It is incumbent on the school or department to ensure that information listed is **ACCURATE** and **TIMELY**. All phone numbers must be correct, all administrators’ names must be current and the spellings must be accurate. In addition, the contact number listed should be that of the person at the school or department responsible for the Web site/pages - NOT the main District number.

3) While it is stated in Policy 5306, it bears repeating that students, parents or community members should **NOT** create and maintain personal Web pages as part of a school or department Web site. While some parents may want to take on the responsibility for your school or department, they must adhere to Policy 5306 and a school administrator must be involved in the process.

## OTHER STYLE POINTERS

- When listing a Web site address in print, it should be done within a set of parentheses and the address should be in bold (**www.browardschools.com**) to set it apart from the rest of the text. If the address comes at the end of a sentence, the period goes outside the last parenthesis.
- When listing an E-mail address, it is advised that it be treated in the same manner as listing a Web address (**my.name@browardschools.com**).
- Web site and Web page are TWO WORDS.
- When referring to an Internet Web site, the “W” is always capitalized, but the “s” is not - the same goes for Web page - capitalize the “W” but not the “p.”
- When referring to the World Wide Web, all three words are capitalized.

- Internet and Intranet should always be capitalized.
- E-mail should have a capital “E” and a lowercase “m.”



## PUBLIC RECORD LAW

*The following is a brief overview of Public Records. For a full explanation, as well as a Q&A concerning the subject, please review the Principal's Handbook.*

### **IN GENERAL, PUBLIC RECORDS ARE:**

*All documents, papers, letters, maps, books, tapes, photographs, films, sound recordings or other material, regardless of physical form or characteristics, made or received pursuant to law or ordinance or in connection with the transaction of official business of any agency.*

Anything that is created as part of the business of the District, including DRAFT (unfinished) copies, are considered public records and must be retained as per public record law (Florida Statute 119.001)

According to School Board policy 1343:

*Every person who has custody of a public record shall permit the record to be inspected and examined by any person desiring to do so, at any reasonable time, under reasonable conditions, and under supervision by the custodian (or designee) of the public record.* This includes all members of the media.

### **PERSONNEL RECORDS:**

Personnel records of any public agency are considered public, and are open to inspection. There are certain exceptions to what parts of a personnel file are public, which include, but are not limited to: (medical records, payroll deductions, record of participation in employee assistance programs, etc.)

All requests to review personnel records are to be directed to the District's Personnel Records Department at **754-321-0128** - that office is the clearinghouse for personnel records information.

## **STUDENT RECORDS**

Student records, under Federal and State law and Board policy, are treated as confidential and are directly accessible to only: (1) professional staff of the District who are on a “need to know” basis; (2) the parents of students under age 18; (3) students age 18 and older; (4) and/or institutions or persons authorized in writing by the parent or guardian. In addition, student records may be released in accordance with any lawfully issued subpoena, with the school making a reasonable effort to notify the parent or guardian prior to releasing the information. There is a form letter available from the Board Attorney’s office to use when making the notification. Please contact that office directly at **754-321-2050** to obtain a copy.

## **E-MAIL MESSAGES**

All E-mail messages that perpetuate, communicate or formalize knowledge as part of the business of the District are considered public records. That is why discretion is a must when crafting E-mail messages (do not include student information, such as names, student ID numbers, etc.)

You should contact your department/school Technology Liaison Contact (TLC) in order to create a folder within your E-mail to keep all the messages you create - and these messages should be saved to a computer disk or CD on a monthly basis.

## **RESPONDING TO A PUBLIC RECORDS REQUEST**

In general, follow the steps below:

- Determine if the requested materials exist;
- If so, determine if they are exempt from the Public Records Law;
- If not, determine where the requested materials reside (i.e. what department, etc.);
- Determine costs to locate, collect or run computer programs to produce the materials;
- Determine the cost to copy and collate the items (see Board policy 1343 for the fee charged for making copies).

It is suggested that all costs be determined prior to fulfilling the request (making copies, etc.) as the cost may negate the original request.

## COMMON ACRONYMS

Working in the education field, it can sometimes sound like alphabet soup with all the acronyms that are used. You can have an ESE student's IEP updated because they have been diagnosed ADHD or SED - it can all be a bit confusing. When using acronyms, always spell out the first reference in the document, then use the acronym for further reference. Some of the most commonly used acronyms are:

**ADA:** Americans with Disabilities Act

**ADHD:** Attention-Deficit/Hyperactivity Disorder

**AIP:** Academic Improvement Plan

**AP:** Advanced Placement or Assistant Principal

**AYP:** Adequate Yearly Progress

**BCAA:** Broward County Athletic Association

**BCPS:** Broward County Public Schools

**BRACE:** Broward Advisors for Continuing Education

**BEF:** Broward Education Foundation

**BTIP:** Broward Truancy Intervention Program

**CAD:** Computer Assisted Drafting

**CAP:** Certified Achievement Program

**CIS:** Cities in Schools

**DAC:** District Advisory Council

**D.A.R.E.** Drug-Abuse Resistance Education

**DOE:** Department of Education

**EAP:** Employee Assistance Program

**EEO:** Equal Employment Opportunity

**ESE:** Exceptional Student Education

**ESOL:** English for Speakers of Other Languages

<b>ESS:</b>	Employee Self-Service	<b>PTA/PTO:</b>	Parent Teacher Association/Parent Teacher Organization
<b>ETS:</b>	Educational Technology Services	<b>PTSA:</b>	Parent/Teacher/Student Association
<b>FCAT:</b>	Florida Comprehensive Assessment Test	<b>PIE:</b>	Partners in Education
<b>FISH:</b>	Florida Inventory of School Houses	<b>SAC:</b>	School Advisory Council
<b>FTE:</b>	Full-Time Equivalent	<b>SAF:</b>	School Advisory Forum
<b>GED:</b>	General Educational Development or General Equivalency Diploma	<b>SBBC:</b>	School Board of Broward County
<b>GPA:</b>	Grade Point Average	<b>SECME:</b>	Southeast Consortium for Minorities in Engineering
<b>G.R.A.D.E.</b>	Gang Resistance and Drug Education	<b>SED:</b>	Severely Emotionally Disabled
<b>G.R.E.A.T.</b>	Gang Resistance Education and Training	<b>SGA:</b>	Student Government Association
<b>IEP:</b>	Individualized Education Plan	<b>SRO:</b>	School Resource Officer
<b>IEQ:</b>	Indoor Environmental Quality	<b>SAT 9:</b>	Stanford Achievement Test
<b>LEP:</b>	Limited English Proficient	<b>SAT:</b>	Scholastic Assessment Test (college admission purposes)
<b>NCLB:</b>	No Child Left Behind	<b>TDA:</b>	Temporary Duty Assignment

## FREQUENTLY USED PHONE NUMBERS

**ALL NUMBERS ARE 754 AREA  
CODE UNLESS OTHERWISE NOTED**

Main Operator.....321-0000	North Central Area Superintendent .....321-3000	Communications & Media Relations .....321-2300
School Board Office Manager .....321-2019	South Central Area Superintendent .....321-3800	Community Involvement .....321-1970
Superintendent of Schools .....321-2600	South Area Superintendent .....321-3600	Educational Programs .....321-2130
Chief of Staff .....321-2100	Accounts Payable.....321-0673	Employee Assistance Program ....321-5750
Office of General Counsel .....321-2050	BECON.....321-1000	Employee Relations .....321-2140
Chief Information Officer.....321-0399	Before & After Care.....321-3330	Employment Center .....321-2370
Deputy Superintendent, Operations.....321-2610	Benefits .....321-3100	ETS Help Desk.....321-0411
North Area Superintendent .....321-3400		

Human Resource Development (HRD) .....321-5000	Special Investigative Unit/ Professional Standards.....321-0735	Broward County Paraprofessional Association/NEW..... 954-584-2494
Instructional Staffing.....321-2320	Risk Management.....321-3200	Broward Principals & Assistants Association..... 954-370-0003
Noninstructional Staffing.....321-1810	Safety.....321-4200	
Personnel Records .....321-0128	School Boundaries .....321-2480	
Physical Plant Operations (Maintenance).....321-4600	Strategic Planning.....321-1890	
Print Graphics .....321-1055	Supply Management (Purchasing) .....321-0508	
Printing Services.....321-3350	Broward Teachers Union .... 954-486-6250	
Pupil Placement.....321-3035	Federation of Public Employees ..... 954-797-7575	
Records Retention .....321-3150		

## NOTES