

# Board Policy

## ESBOCES Communications and Disseminated Materials

### Approval of Print and Electronic Communications

The Chief Operating Officer or designee shall approve the publications of all Eastern Suffolk BOCES curriculum guides, manuals, handbooks, pamphlets, and similar book-type publications. The Chief Operating Officer or designee shall use his/her judgment as to whether a specific publication needs approval by the Board. However, all publications shall be made available to the Board for informational purposes.

The Board shall encourage wide distribution of print and electronic materials, including, but not limited to, newsletters, news releases, budget statements, and brochures. To ensure that the agency's usage is consistent throughout all print and electronic publications and communications, this policy applies to all printed and electronic communications and marketing materials developed for ESBOCES.

### Print and Electronic Communications/Publications

The Board encourages the development of print and electronic communications/publications that are of direct use in the educational process in component schools which inform the public, member districts, ESBOCES employees, and the education professionals concerning policies, activities, and accomplishments of ESBOCES and which aid and promote the improvement of education. Print and electronic communications/publications, as well as other widely distributed internal/external documents, will be made available in other languages when such a need is identified by administration.

Such print and electronic communications/publications shall be of a professional quality and shall be appropriately reviewed by the Office of the Chief Operating Officer, or his/her designee, before publication.

All publications will be dated at the time they are issued.

In every case the title, the name of the author(s) or editor(s), the ESBOCES logo, and the date of publication will appear on the publication.

### Web Site

The Office of Communications is responsible for the overall quality, design, functionality, and usability of all ESBOCES web content. The Office of Communications is charged with ensuring a common look and feel and uniform navigation systems among the numerous subsites within the ESBOCES web site. The Office of Communications is authorized to review the official agency sites for quality of design and general continuity and compliance with standards established by the agency.

The ESBOCES homepage and related web pages contain official presentations of agency information; therefore, they must comply with the policy, procedures, and standards for publications, including content, format, organization, and layout of materials.

## Copyright

The use of the copyright law for selected materials produced through ESBOCES will be implemented for specific classes of items when recommended to the Board by the Chief Operating Officer or designee. All unpublished materials will have copyright identification protected under common law literary property.

All publications, videotapes, software, or other intellectual property which is developed by employees at ESBOCES within the scope of their employment or by persons/agencies under contract to ESBOCES shall be the property of ESBOCES. This includes, but is not limited to, any idea, product, or invention that results from work undertaken as an employee of ESBOCES or as a person/agent under contract to ESBOCES. Whenever copyright protection for certain intellectual property is claimed or sought, ESBOCES shall be considered the author (and, therefore, the copyright owner) of any such property, which can be otherwise considered a “work made for hire” under the 1976 Copyright Act, as amended.

First Adopted: 7/1/03  
Readopted: 8/30/06  
Readopted: 7/11/07  
Readopted: 6/25/08