

## Memorandum

To: School Board of Sarasota County  
From: Gary Leatherman, Communications Director  
Re: Proposal to recognize students at board meetings  
Date: Jan. 18, 2011

In order to make better use of the district's capacity to broadcast information in real time to the 185,000 households in which School Board meetings are broadcast live through the Education Channel, the School Board has requested that the Presentations and Points of Pride segment of the school board meeting agendas include more recognition of student activities and accomplishments. The superintendent has directed the Communications Department to develop a procedure to recognize students that is uniform and concise.

District Policy 2.60, adopted in 2003, established a program of awards to be presented by the School Board. The awards could be in the form of certificates, plaques, trophies or other appropriate form of recognition. Awards may be presented to students, staff or volunteers who have performed meritorious service to a school or the district or who have otherwise distinguished themselves. The criteria for recognition are to be established by principals and the superintendent.

The attached criteria are intended to guide recognition of both students and staff at Board meetings. They are specific but have adequate latitude for consideration of special circumstances or unusual accomplishments. Presentations will focus on student accomplishments, but also will include recognition of staff, volunteers, community members and organizations that contribute to student success.

A principal or department head can initiate recognition by submitting the attached form to the Communications Department. Individual students or staff being recognized will be invited to attend a Board meeting for a brief presentation (10 minutes or less) on their accomplishment and to receive the congratulations of the Board. If a group of students or an entire school is being recognized, they should select no more than three representatives to make the presentation, but any number of individuals may attend the meeting to be recognized.

Whenever possible, sufficient advance notice should be provided to the Communications Department to enable them to secure photographs, videotapes or interviews that show the individuals being recognized involved in their respective activities. That process will add visual interest and information to the event in addition to the recognition from the Board. It also will help control the length of presentations.

Whenever possible, the number of special recognitions will be limited to three per Board meeting.