

Origins of Flyer Central

In the 2007-08 school year, the district began to transition from distributing paper flyers promoting a non profit event, program, etc. to posting those flyers on the website under a “Flyer Central” heading. (Per Board Policy 9700 no commercial advertisements including flyers may be distributed and/or posted unless specially approved by Board of Education.)

The rationale for moving to electronic flyers completely in 2008-09 was the increasing volume and the time it took for staff and elementary school students to sort and distribute them. Also, parental concern that children were expected to bring home flyers for programs or events not supported by the families.

Also at this time, the Going Green Effort was taking hold across the country and especially within our PSO groups. The Board of Education and the PSO leadership at that time took the lead in supporting Flyer Central and continue to do so. Letters were sent to those organizations that frequently sent the district flyers informing them of the new procedure.

Flyers are sent to the Community Relations Department for approval and posting on Flyer Central. Additionally, the PSOs link new flyers posted on Flyer Central in their weekly electronic newsletters to parents. Periodic reminders to check Flyer Central are posted on Facebook and Tweet.