



Guidelines for Dissemination of Materials/Information For External Organizations & Requests for Educator Contact Information

Heartland Area Education Agency (AEA) (hereafter referred to as “the Agency”) provides regular van delivery service to schools as well as electronic publications and networks to deliver materials and/or information to schools and educators. These services are an integral part of the Agency’s mission to improve student achievement.

On occasion, external organizations request that materials and/or information be distributed to local educators through the Agency’s van delivery service or through electronic means. The following guidelines and procedures have been established to determine those external organizations that are eligible to have their information disseminated by the Agency and to ensure necessary standardization and efficiencies for staff who handle items to be distributed, privacy for teachers and school districts, compliance with U.S. Postal regulations and compliance with Iowa Code.

All requests for dissemination of materials and information should be directed to the Agency’s Communications Department.

Dissemination of Materials/Information For External Organizations

Eligibility for Disseminating Information Via Van Delivery or Electronically

The Agency may disseminate materials and/or information in accordance with its delivery guidelines for the following partner organizations:

- Local public districts/accredited non-public schools
- Iowa’s AEAs (including Iowa AEA Online, Iowa Educators Consortium, AEA PD & K-12 Online)
- Iowa Department of Education
- Accredited colleges and universities in the State of Iowa
- Public libraries in the Agency’s service area

Other external organizations’ materials and/or information may be disseminated if the organization’s request meets the following guidelines:

- Has a pre-K-12 educational focus related to educators and/or students
- Advocates for children and families

Guidelines For Disseminating Materials and/or Information Via Van Delivery

1. The content of the materials and/or information must not be in conflict with the Agency’s mission and must be appropriate for distribution to schools and educators. Content must include curriculum- or instructional-related information.
2. Eligible external organizations requesting the use of the Agency’s van delivery service will make advance arrangements at least two weeks prior to requested delivery.
3. An advance copy of the requested material and/or information to be delivered must be provided to the Agency to ensure compliance with the guidelines.
4. The material must be targeted to a specific job title (e.g., 3rd grade teachers, secondary principals, guidance counselors, etc.). Item(s) for van delivery must have a clearly defined area where an AEA-provided delivery label can be attached.

5. Materials for van delivery must have a return address and contact information to identify the sender.
6. Materials requiring the return of information from schools should provide instructions for direct return of such information.
7. Approved items will be delivered at the convenience of the Agency.
8. The Agency is not responsible for items reported as non-delivered.
9. Items that are of a size and shape that may create difficulty in the normal van delivery system will not be accepted.
10. Items that will not be delivered by the Agency's vans include, but are not limited to: first class mail or other mailings as prohibited by U.S. Postal Service regulations, commercial advertisements (exclusive of items sent by staff as part of agency activities), solicitations or membership drives, surveys and survey responses, flammable or hazardous materials, large pieces such as furniture/boxes/equipment, live specimens or laboratory stock, poorly packaged items, cleaning or maintenance supplies, partisan or political materials or items exceeding 10 pounds.
11. No requests to deliver items to every teacher will be accepted.
12. No more than one set of materials per organization will be delivered each year.
13. Distribution of materials through the Heartland AEA van delivery service does not infer sponsorship or endorsement of the materials.

Guidelines For Disseminating Materials and/or Information Electronically

1. The content of the information must not be in conflict with the Agency's mission and must be appropriate for distribution to schools and educators. Content must include curriculum- or instructionally-related information.
2. The Agency will have discretion for disseminating information electronically. A Communications Department staff member will determine how the information is disseminated, e.g., through the Administrator Connection, Educator Connection/World of Media, e-mail or the Agency website.
3. Eligible external organizations requesting to have their information disseminated electronically will make advance arrangements at least two weeks prior to requested delivery.
4. An advance copy of the requested information to be disseminated must be provided to the Agency to ensure compliance with the guidelines.
5. Approved items will be disseminated at the convenience of the Agency.
6. The Agency is not responsible for items reported as not received.
7. Electronic dissemination of information by the Agency does not infer sponsorship or endorsement of the information.

Requests for School Staff Contact Information

Per Iowa Code Chapter 22, the contact information of school district staff members is public record. In accordance with the Code, the Agency will provide, upon request, electronic lists (Excel, CVS, PDF) of school staff members, including the following:

- Names
- Positions
- E-mail addresses
- Phone numbers
- School building addresses

All requests for school staff contact information should be directed to the Agency's Communications Department.