

San Diego Unified School District

Communications Office

*A Guide for Format, Printing,
and Distribution Of Bulletins
and Circulars*

San Diego Unified School District Communications Office

CIRCULAR SUMMARY

Originator completes the circular in Word - no underlines except email/web links - and attaches the [Circular Routing Form](#). The originator signs and dates the form. A Department/Division Manager also signs and dates the “Route To” signature box of the *Circular Routing Form*. The circular and *Routing Form* are sent to Executive Director four weeks before the due date - to review, sign, and date. Emergency circulars should be rare, not the norm.

Department’s Executive Director approves Circular to be taken to Executive Leader meeting.

Staff member emails Callie Harrington and Jessica Morero with request to include item on next Executive Leader agenda.

Following review by the Executive Leadership team, Callie/Jessica will email submitter with outcome. If the item is approved, Maria Shaw in Communications will be included on the email to distribute/post appropriately.

Submitter must provide a Word electronic copy, hard copy and routing slip to Communications before item can be posted.

The Communications Office ensures the hard copies and the electronic copies match, inserts the post date, and assigns the circular number within five business days.

The electronic copy is then posted on the District web site. The Originator is responsible for the printing of hard copies, distribution, and any circular inquiries. A hard copy is also filed in the Communications Office for one year.

USE OF BULLETINS/CIRCULARS

Bulletins and circulars are used primarily as communications that are usually for one-time use per school year, or for short-term references. A bulletin/circular need not be retained by recipients for more than one year. The master copy should be retained by the originating office for at least two years. If the subject matter of the circular is of a longer term and repetitive in nature, and warrants indexing, it should be issued as a district procedure or incorporated in guides and handbooks.

QUALITY OF COMMUNICATIONS

Brevity, clarity, and comprehension are essential. Editing, proofreading, correction of errors and use of proper format are the **responsibility of the originating office**. If the proposed bulletin/circular does not meet district standards for quality, it will be returned to the originating office by the appropriate division office or the Communications Office. The district standard for print style/font is Times or Times New Roman, 12-point. **The font size may be decreased to 11-point to avoid running onto an extra page.**

TYPES OF BULLETINS/CIRCULARS

For examples, visit the district's website to view previous circulars (www.sandi.net/staff → Administrative → Bulletins and Circulars).

1. **ADMINISTRATIVE CIRCULARS** are used **when mandatory action or response is required on the part of the recipients**. If determined by the Communications Department director that the response required can be accommodated by a Site Operations Bulletin, the distribution will be as outlined below.

ADMINISTRATIVE CIRCULARS may be issued before the information or instructions are incorporated into the District Procedures, or before a revision can be made in existing procedure. In these instances, the circulars will take precedence. The originating office of the procedure(s) affected is responsible for taking action to initiate the required changes in outdated procedures. The changes should be sent to the Chief District Relations Officer, Eugene Brucker Education Center, Room 2219.

2. **INFORMATION BULLETINS/CIRCULARS** are used when the communication **does not require action** on the part of the recipients (e.g., announcements, invitations to participate, reminders, transmittals, etc.).

INFORMATION CIRCULARS which are in conflict with legal, policy or procedural releases shall not constitute an authority or basis for action until such time as the latter are revised and officially released.

IMPORTANT NOTE for INFORMATION BULLETINS: The name of the employee to be contacted for additional information and/or attachments, his/her email address, and the telephone number must be included in the circular. All written information must be submitted to the Communications Office by noon on Monday for inclusion in the following Thursday's publication. Submitted information must be clearly marked "For information or site operations bulletin," or be in the proper format.

3. **SITE OPERATIONS CIRCULARS** require recipients to take action, but they may not require a response or reporting back to the originator. An example would be a requirement to post information at sites. In some cases, a submitted Administrative Circular may be distributed as a Site Operations Circular. Collective bargaining/union related topics will be distributed as Site Operations Circulars.

4. **E-MAIL CIRCULARS** are used for information that is urgent in nature. They are sent out via e-mail only by the following offices: Superintendent of Public Education or the Communications/District Relations Division.

FORMS USED AND AUXILIARY REFERENCES

1. Administrative, information, and site operations circular templates can be found on the district's website at <https://www.sandi.net/staff/bulletins-circulars/circular-bulletin-preparation>.
2. Printing Request forms (only when hard copies are requested) are available from Printing Services, Annex 5, Eugene Brucker Education Center, Ph. 619-725-7466. Instructions can be found on the district's website at www.sandi.net → Departments → Printing Services.

APPROVAL

When your circular is ready for approvals and posting, use the *Circular Routing Form* to route it according to your division/department protocols. The "Originator/Contact" should be the person who will be available to answer questions, make necessary edits, and send the electronic documents to the Communications Office for uploading to the district website.

Please allow at least four weeks in advance of the "due date" shown on the circular. Circulars should be approved by the department or division head, and **your Senior Executive Committee Manager**. On master copy of circular:

- a. Circulars and printing requests should be approved and signed by the appropriate senior executive manager.
- b. If originating department or division of circular differs from person approving/signing the circular, type his/her name and title two lines below the body of the circular, beginning at the center of the page.
- c. The approval section is always in caps and is placed on the second line down from the originator's name and title, flush with the left margin. Do not use underline for signature. (Exception: When a senior executive manager originates the circular, insert his/her name and title four lines below the body of the circular, at the center of the page. No approval section is then necessary.
- d. Initials in identification line include those of the originating manager and typist.

NUMBERING OF CIRCULARS

Circular numbers are assigned by the Communications Office at the Eugene Brucker Education Center, Room 2145, after all necessary signatures and approvals have been obtained. Originator/Contact will be asked to email the **circular and all attachments** to the Communications Office representative. Instructions should be precise regarding which attachments must be posted separately from the circular or in a format other than pdf (ex: Attachment 1 in Word format - listed separately from circular). File names should employ a naming convention which will enable Communications staff to quickly determine the sequence of attachments (i.e., Att1_filename; Att2_filename2; etc.). Attachment documents should be numbered in the top right-hand corner (Ex: Attachment 1). Documents should be edited and ready for distribution **prior** to their delivery to the Communications Office. Correction of typos and errors, missing attachments, etc., will cause delays.

PREPARATION OF CIRCULARS

Templates are available on the district's website at <https://www.sandi.net/staff/bulletins-circulars/circular-bulletin-preparation>

FONT: All circulars should be in Times or Times New Roman, 12-point font.

MARGINS: Templates will be formatted with a one-inch margin on the left and right sides and a half-inch margin at the top and bottom of each page.

LENGTH: If more than one page in length, additional pages will have a header blocked at the top left-hand margin, according to the following example:

Administrative, Information or Site Operations Circular No.
Division Name
Page #

Begin typing the body of the circular on the third line below the header.

CIRCULAR FORMATTING

- a. **Circular Number:** Number will be issued and typed on circular by the Communications Office.
- b. **Date of Issue:** Date will be added at the same time circular number is assigned. **Adequate lead time must be allowed when planning for the date of expected distribution. (Refer to traditional and year-round school calendars.)**
- c. **To:** Addressed to the person(s) directly accountable/responsible for action. Care should be exercised in using correct designations and titles (e.g., elementary (secondary) school principals, etc.). If more than one line, block style is used.
- d. **Subject:** Subject line should be concise and typed in **ALL CAPS**. If more than one line, block style is used.
- e. **Department and/or Persons Concerned:** In some cases, this will not be the same as person(s) under “To.” List title(s) of the person(s) directly responsible for the specific function involved – normally the person(s) doing the work. If more than one line, block style is used.
- f. **Due Date:** When materials or information are to be returned to a specified office by a certain date, the due date should be entered in the space provided. **Allow adequate time for school sites to respond – generally 30 days from issuance of circular. (Refer to traditional and year-round school calendars.)**

Administrative Circulars Only

- g. **Reference:** Procedural references, if any, are the prime reference. Other references are listed only if necessary for the completion of the required action. If there is no reference, indicate “None.” If more than one line, block style is used.
- h. **Action Requested:** A brief statement of the action required. If more than one line, block style is used.

Administrative Circulars Only

- i. **Brief Explanation:** The ultimate objective of this section of a circular is to give all necessary information in a concise manner. Brevity, clarity, and

comprehension are the criteria. The following guidelines should be observed:

- Begin typing the explanation on the second line below “Brief Explanation” in single-spaced, block style.
- For clarity, when using an acronym in place of a name, type the complete title the first time with the acronym indicated in parentheses (e.g., Gifted and Talented Education (GATE) Program).
- When referring to someone as a contact, list that person’s title and telephone number.
- Observe proper usage of capitals, hyphenated words, etc. (See *The Gregg Reference Manual*.)

- j. Attachment(s):** It will be noted on the master copy at the bottom left margin of the last page, two lines below the originating manager and typist’s initials. The term “Attachmen(s)” is preferable to “Enclosure(s).”

- k. Distribution:** Two lines below initials or below “Attachments.”

- l. Reissued or Corrected Circulars:** Contact the Communications Office for direction.

- m. Signature by Superintendent**

In most cases there is no need for the superintendent to approve a circular. However, if a circular is to be signed by the Superintendent, all approvals must be obtained before routing to the Superintendent’s office.

 - Obtain approvals by routing circular with routing form attached to all department/division offices or persons concerned, and to the senior executive manager.

SAMPLE. For templates, visit
www.sandi.net → handbooks &
guides → central office support
staff resources.

ADMINISTRATIVE or
SITE OPERATIONS CIRCULAR NO. (LEAVE BLANK)
(Your Branch Name) → Office of the Chief Human Resources Officer

SAN DIEGO UNIFIED SCHOOL DISTRICT

Date: (LEAVE BLANK)

To: (Sample) Principals, Division and Department Heads

Subject: (ALL CAPS)

Department and/or

Persons Concerned: List title(s) of the person(s) directly responsible for the specific action involved. If more than one line, block style is used.

Due Date: Allow adequate time for sites to respond - generally 30 days from issuance of circular. Refer to traditional and year-round school calendars. (Due Date may be omitted for Site Operations Circulars.)

Reference: (Samples) None or See Administrative Procedure No. 2205

Action Requested: A brief statement of the action required. If more than one line, block style is used.

Brief Explanation:

Begin typing on the second line in single-spaced, block style. For clarity, when using initials in place of a title, type the complete title the first time with the acronym indicated in parentheses (e.g., Voluntary Ethnic Enrollment Program (VEEP)). When referring to someone as a contact, list that person's title and telephone number. Observe proper usage of capitals, hyphenated words, etc.

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If the circular is more than one page, the header on successive pages should have a one-inch margin on the right and left sides, and a half-inch margin at the top and bottom of each page. Continue with body of text on third line below header. The remainder of the circular follows the same format for approval and signature areas as a one-page circular.

Originating Manager

Title
Department/Division

APPROVED:

If originator differs from person approving the circular, type his/her name, title, and department beginning at the center of the page, two lines below body of circular.

Name of Senior Executive Manager
Title

XX:xx (ORIGINATOR:typist initials)

Attachment: Two lines below originator/typist initials. If there is more than one attachment the number should be indicated, (e.g., Attachments (3)).