

RECORDS INVENTORY AND RETENTION SCHEDULE COVER SHEET

Schedule Number (To be completed by DGS/Records Management Division)	C1512
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Agency Information

Department / Agency	Baltimore County Public Schools
Division / Unit	Department of Communications and Community Outreach
Missions Statement/Link to division/unit website	Department website is being rebuilt after the 11/25/2020 Ransomware attack. Refer to https://www.bcps.org/system for current information.

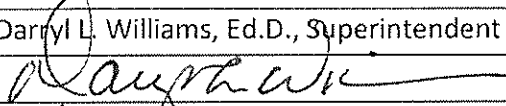
Schedule Information

Supersedes Schedule(s)	
Amends Schedule(s)	

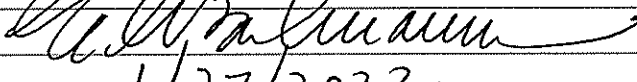
Preparer Information

Name of Preparer	Margaret-Ann Howie
Title of Preparer	Records Officer
Preparer Email Address	recordsmanagement@bcps.org
Preparer Telephone Number	443.809.4060
Date	December 16, 2021

Agency Approval

Name of Agency Director	Darryl L. Williams, Ed.D., Superintendent
Agency Director Signature	
Date	12/22/2021

State Archivist Approval

State Archivist Signature	
Date	1/27/2022

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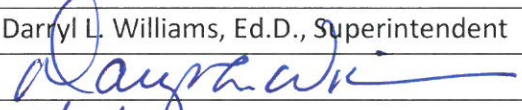
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Baltimore County Public Schools
6901 N. Charles Street
Towson, Maryland 21204
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Record Series Title	Logos & Branded Templates
Record Series Content	Image and drawing files
Record Series Function	The function of this records series is to manage and document image and drawing files used for the BCPS brand applications (letterhead, School Board report covers).
Organization/Arrangement	Subject by Date
Indexing System	N/A
Restrictions	None
Formats	Image/Drawing Files
Volume	
Annual Accumulation	
Current Location	6901 N Charles St, Towson, MD
Audit Requirements	None
Date Span	
Completeness / Gaps	Digital records prior to 11/25/2020 may be missing or incomplete
Item Number	1
Retention	Retain for 1 year after superseded and then destroy.
Justification for Permanent	None

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Record Series Title	Marketing Records
Record Series Content	Advertising campaigns Marketing materials
Record Series Function	The function of this records series is to manage and document processes and records for materials developed and used for advertising and marketing programs.
Organization/Arrangement	Subject by Date
Indexing System	N/A
Restrictions	None
Formats	Digital
Volume	
Annual Accumulation	
Current Location	6901 N Charles St, Towson, MD
Audit Requirements	None
Date Span	
Completeness / Gaps	Digital records prior to 11/25/2020 may be missing or incomplete
Item Number	2
Retention	When no longer needed contact Records Management for review and disposition (send to Archives for review or destruction).
Justification for Permanent	None

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Record Series Title	Presentations to Public and Media
Record Series Content	Presentations to employees Presentations to the media. Presentations to the public
Record Series Function	The function of this records series is to manage and document presentations created for the sole purpose of communicating with employees, the public, and the media.
Organization/Arrangement	Subject by Date
Indexing System	N/A
Restrictions	None
Formats	Digital
Volume	
Annual Accumulation	
Current Location	6901 N Charles St, Towson, MD
Audit Requirements	None
Date Span	
Completeness / Gaps	Digital records prior to 11/25/2020 may be missing or incomplete
Item Number	3
Retention	Retain for 5 years and then destroy.
Justification for Permanent	None

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Record Series Title	Press and News Releases
Record Series Content	News articles Press notices Public announcements
Record Series Function	The function of this records series is to manage and document processes and records for articles and announcements submitted to external media.
Organization/Arrangement	Subject by Date
Indexing System	N/A
Restrictions	None
Formats	Digital
Volume	
Annual Accumulation	
Current Location	6901 N Charles St, Towson, MD
Audit Requirements	None
Date Span	
Completeness / Gaps	Digital records prior to 11/25/2020 may be missing or incomplete
Item Number	4
Retention	When no longer needed contact Records Management for review and disposition (send to Archives for review or destruction).
Justification for Permanent	None

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Record Series Title	Public School System Memorabilia
Record Series Content	Art Artifacts Exhibits Historical Photos Organizational emblems and logos
Record Series Function	The function of this records series is to manage and document art, exhibits, artifacts, organizational emblems and logos created by BCPS.
Organization/Arrangement	Subject by Date
Indexing System	N/A
Restrictions	None
Formats	Digital
Volume	
Annual Accumulation	
Current Location	6901 N Charles St, Towson, MD
Audit Requirements	None
Date Span	
Completeness / Gaps	Flickr (back to 2010) and historical photos of staff. Other digital records prior to 11/25/2020 may be missing or incomplete
Item Number	5
Retention	When no longer needed contact Records Management for review and disposition (send to Archives for review or destruction).
Justification for Permanent	None

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Record Series Title	Publications
Record Series Content	Formal incident-driven declarations by the Board of Education Project management of print publications Publications for Community Publications for Parents Publications for Students Requests for subscriptions Various publications from departments Videos (BCPS TV)
Record Series Function	The function of this records series is to manage and document requests for subscriptions, project management of print publications, various publications from departments, and formal incident-driven declarations by the Board of Education.
Organization/Arrangement	Subject by Date
Indexing System	N/A
Restrictions	None
Formats	Mixed Media
Volume	
Annual Accumulation	
Current Location	6901 N Charles St, Towson, MD
Audit Requirements	None
Date Span	
Completeness / Gaps	Digital records prior to 11/25/2020 may be missing or incomplete
Item Number	6
Retention	When no longer needed contact Records Management for review and disposition (send to Archives for review or destruction).
Justification for Permanent	None

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Record Series Title	Recognition Event Files
Record Series Content	Event planning, awards Event planning, years of service
Record Series Function	The function of this records series is to manage and document processes and records of events marking years of service and awards.
Organization/Arrangement	Subject by Date
Indexing System	N/A
Restrictions	None
Formats	Digital
Volume	
Annual Accumulation	
Current Location	6901 N Charles St, Towson, MD
Audit Requirements	None
Date Span	
Completeness / Gaps	Digital records prior to 11/25/2020 may be missing or incomplete
Item Number	7
Retention	Retain for 1 year after the recognition date and then destroy.
Justification for Permanent	None

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Record Series Title	Video Library
Record Series Content	Representative copy
Record Series Function	The function of this records series is to manage and document processes and records of the library of master or representative copy video files.
Organization/Arrangement	Subject by Date
Indexing System	N/A
Restrictions	None
Formats	Mixed Media
Volume	
Annual Accumulation	
Current Location	6901 N Charles St, Towson, MD
Audit Requirements	None
Date Span	
Completeness / Gaps	Digital records prior to 11/25/2020 may be missing or incomplete
Item Number	8
Retention	Retain for 10 years after superseded or when no longer needed and then destroy.
Justification for Permanent	None