

Advertising in the Schools

The District recognizes that compulsory attendance confers on educators an obligation to protect the welfare of their students and the integrity of the learning environment. The District believes that any commercial advertising, product endorsement or business arrangement that compromises either student welfare or this integrity must be prohibited.

The Board is opposed in principle to accepting any programming, equipment or services that subject students to product advertising. The Board recognizes, however, that in some instances, exposure to product names, logos or similar trademarks and service marks may be acceptable when the programming, equipment or services clearly can be shown to be of significant benefit to the school program when weighed against the nature of the exposure. The administration is charged with carrying out the intent of this policy, and the Superintendent shall seek the guidance of the Board as the Superintendent deems appropriate.

To assist the administration in interpreting this policy, the Board offers the following guidance.

Business/School Partnerships

A business/school partnership is one where a particular business agrees to serve as a formal sponsor, financing all or part of the cost of a school organization or activity, but allowing the school officials to maintain control of the organization or activity. The administration may implement and operate business/school partnerships that involve the District and the community in a collaborative program to create a spirit of involvement in, and a concern for, the public schools. All business/school partnerships must be approved by the building principal and are subject to review by the Superintendent. The District retains the right to terminate any such partnership at any time.

The adequacy of public school facilities, supplies and programs is the responsibility of all taxpayers, and the appropriate public officials must remain responsible for providing each and every student with the resources necessary for a quality education.

In general, school/business relationships will be in accordance with the following principles:

1. Programs of corporate involvement must be structured to meet an identified need, not a commercial motive, and must be evaluated for effectiveness by the District on an ongoing basis.
2. The District will hold donated materials to the same standards used for the selection and purchase of curriculum materials.

3. Sponsor recognition and corporate logos should be for identification rather than for commercial purposes and should be minimal in size, scope and frequency of appearance.

Exclusive Vending Agreements

The District will not enter into agreements with vendors to provide exclusive access to student customers for soft drinks, snack foods, required educational supplies or other items purchased by students in school. Students will not be used as agents for any District wide vendors in exclusive arrangement to sell products or services to the community at large.

Student Marketing Surveys and Protection of Student Privacy

Students shall not be required under any circumstances to fill out surveys to provide marketing information about their interests and preferences for particular vendors, businesses, or products. A list of students' names and/or addresses and telephone numbers may not be released by the District for purpose of advertising brand name products to students. Similarly, a participation in any venture that provides a vendor with the information necessary to generate a list is prohibited.

The District shall not enter into any contract for electronic media services, where the providers of the services in question will collect personal information from the students. Personal information includes, but is not limited to, the student's name, telephone number and home address.

Kickbacks

School board members, administrators, professional staff and all other district employees are prohibited from accepting money or gifts from any business wishing to provide goods and services to the District so that favorable consideration will be given to that business. This does not prohibit the District from entering into an incentive program with a vendor.

School Construction and Capital Projects

The guidelines specified in this policy apply to contributions to District capital improvements.

Cross Reference: **JJE – Student Fundraising Activities**
 JJF – Student Activities Funds Management
 KI – Public Solicitation in the Schools

Adopted: May 7, 2001