

<p>3. Authority</p>	<p>5. Business, corporation and/or agency name on a school building or part thereof, auditorium, gymnasium, media center, multi-purpose room, fitness center, science laboratory, technology laboratory, technology education laboratory, and/or other designated areas of property owned by the District.</p> <p>6. Selling ads to business partners on the District’s cable channel.</p> <p>Affiliations - joint ventures with the District for the purpose of fiscal support of or economic benefit to a school and/or to the District in exchange for recognition. Allowable partnerships are defined as follows:</p> <ol style="list-style-type: none">1. Educational material, programs, uniforms, equipment and/or activities.2. Extracurricular programs, uniforms, equipment and/or activities.3. Facility enhancements, educational and other areas and/or property. <p>Commercial Activities - the sale and/or distribution of products and/or services, sample programs and demonstrations.</p> <p>Contract(s) - any payment of consideration or provision of some economic benefit to a school or to the District.</p> <p>District authorized personnel – the Superintendent or other District employee that is authorized to engage in contract negotiations with businesses on behalf of the District. This term shall not include a Board member.</p> <p>Memorandum of Understanding – a document representing a business’ desire to partner with the District.</p> <p>Purchase of goods and services – purchase of services or goods by the District for a product or service required by the District.</p> <p>The Board recognizes that schools are a nonpublic forum and as such need to protect students from exploitation of a captive audience, and avoid any distractions which could impede the District’s educational mission. Except for instruction related to advertising, students shall not be required to listen to, read, or be subjected to commercial advertising in the classroom or in school-provided materials for curriculum-related activities, except as provided by this policy.</p>
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<p>4. Guidelines</p> <p>Pol. 216, 235</p>	<p>The Board seeks and encourages participatory arrangements between the District and area businesses. An affiliation may take many forms, including outright sponsorship of specific program or purchases, personnel exchange, volunteering, speakers, advisory committees, etc. The Superintendent shall assure that the goals of each specific affiliation are mutually developed and agreeable to both parties. If a particular business wishes to formally sponsor the financial part or all of a specific activity, school officials shall maintain control and management of the activity. Schools may cooperate with nonprofit organizations or government agencies in promoting activities in the general public interest, which are nonpartisan and nonsectarian and which promote the educational program of the schools and the best interest of the students.</p> <p>The Board encourages affiliates to help support District programs and services. An affiliate may be acknowledged in District publications. No sales of products or services should be a condition of affiliations.</p> <p>In order to ensure that affiliations do not interfere with educational programs or students, parents/guardians or staff, all affiliations shall be in the best interest of students as determined and approved by the Superintendent or the Board.</p> <p>The District shall provide no personally identifiable information about any student for any commercial purpose. Students shall not be required to complete any survey or questionnaire that is designed to provide marketing information.</p> <p><u>Approvals</u></p> <p>Under those circumstances where this policy states that approval is required from the Superintendent or the Board, if the value of the advertising or other business affiliation is \$10,000 or less, the Superintendent may approve the contract or affiliation except that the Superintendent shall notify, in writing, the Board of his/her intention to approve such an affiliation or contract, and if no objection to his/her intended action is received by the next scheduled public Board meeting, then the Superintendent may proceed to approve the contract, affiliation or the like. If an objection is received from any Board member, then the matter must be approved by the Board. If the value of the contract or affiliation exceeds \$10,000, then approval must be granted by the Board.</p> <p>The Superintendent shall provide a description of the benefits that the affiliation will provide and the potential impact on students and the school environment. Under those circumstances where a proposed contract, affiliation or the like has no economic value, then the Superintendent shall be authorized to approve such contracts or affiliations subject to the notification requirements as set forth previously in this policy.</p>
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	<p>The District shall have no legal relationship with a proposed advertiser or partner, other than to permit advertisement or sponsorship to proceed even if such action is pursuant to a contract.</p> <p><u>Contract(s) Or Memorandum(s) Of Understanding</u></p> <p>All partnerships shall be formalized in a written contract or memorandum of understanding with terms and duration which are acceptable to and approved by the Superintendent or the Board in conformance with this policy.</p> <p>The creation and negotiation of a contract or memorandum of understanding with a potential business partner can only be performed by the Superintendent or other District authorized personnel and approved by the Board.</p> <p>Pol. 317, 828 Any person representing the District who is taking part in business negotiation contracts must certify, under appropriate penalties, that they are not participating by way of any financial reward coming to them as a result of representing the District in any business negotiation.</p> <p>A District employee may be granted permission to assist in negotiations by the Superintendent.</p> <p>Pol. 610, 611 All such contracts or memorandums of understanding must be issued in conformance with purchasing procedures established by law and Board policy.</p> <p>Pol. 913 Contract(s) or memorandums of understanding shall not include provisions that would allow marketing activities, including advertising, to take place in District classrooms. Designated areas will only be available at the approval of the Superintendent or Board.</p> <p>The Superintendent or Board shall consider the approval of a contract or memorandum of understanding if it will result in substantial benefit to the District, its schools and their respective students, and is not inconsistent with the District's mission, policies and goals.</p> <p><u>Advertisements</u></p> <p>Promotion, display, or sale of commercial products or advertisements promoting corporate interests shall be permitted only when such promotion will generate revenue or provide some other benefit for the District.</p>
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913.1. BUSINESS AFFILIATIONS - Pg. 5

	<p>This regulation does not apply to the incidental display of names of product or corporate names on school equipment or supplies, or to food products sold in cafeterias and vending machines or at District events.</p> <p>Pol. 246 Any exclusive use of food products shall be regulated by the District contract with the food service provider or by some other District agreement with a vendor, business, or corporation.</p> <p>With the approval of the Superintendent, coupons for goods and services provided by local businesses may be used as rewards or incentives for an educational program, but wholesale distribution of such coupons is not permitted.</p> <p>Pol. 229 Students shall not be used to solicit door-to-door sales in the community for such products.</p> <p>Pol. 229 Commercial advertisements are permitted in student publications, programs, and the like. Students are permitted to solicit such advertisements from local businesses.</p> <p>Pol. 913 No commercial advertisements or sale or display of products shall be used which are not appropriate for student use or consistent with Board policy. Examples of inappropriate use would be advertisements for but not limited to alcohol or tobacco products, body piercing, and tattoo parlors.</p> <p>Pol. 913 Posters or other materials designed to promote use of a product shall not be permitted in classrooms or school offices. Limited use of commercial posters is permitted in the cafeteria and halls if such use is part of a District agreement with a vendor, business, or corporation.</p> <p>Limited use of posters and other materials which are not part of a District agreement with a vendor may also be permitted in cafeteria and halls if their primary purpose is to promote a clearly defined educational goal and if the use of a corporate name or logo is incidental. Examples of such goals might be prevention of substance abuse or encouraging students to read. The principal shall determine the poster's educational value and how much use is permissible.</p> <p>No educational materials published by a corporate interest shall be used in instruction unless they are part of the approved planned instruction, even when such materials are free.</p> <p><u>Criteria For Approval Of Advertising</u></p>
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<p>Pol. 920</p>	<p>District facilities, vehicles and other property may carry advertising under the following circumstances:</p> <ol style="list-style-type: none">1. Written proposals and sample copy must be provided to the Superintendent who will share them with the Board, along with a recommendation for approval or disapproval.2. Advertising must be noncontroversial, nonpolitical, nonreligious, dignified and professionally done.3. Fees either may be sent by the Board, or the District may solicit proposals for advertising with prospective advertisers bidding on specific advertising projects. Fees must be paid to the District.4. Advertising proposals, copy, contracted requirements and timeframes for display must be approved by the Superintendent or the Board. <p><u>Fundraising</u></p> <p>Solicitation of money by school-related groups shall be in accordance with Board policy. The Board does not permit the involvement of students in any door-to-door solicitation.</p> <p>References:</p> <p>School Code – 24 P.S. Sec. 510</p> <p>Board Policy – 216, 229, 235, 246, 317, 610, 611, 702, 828, 920</p>
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