

CORPORATE ADVERTISING AND SPONSORSHIP

The Huron school board recognizes that partnerships between schools and non-school agencies, businesses, institutions, and organizations may be valuable in enhancing the education of the district's students.

Compulsory attendance confers on educators an obligation to protect the welfare of their students and the integrity of the learning environment. Because school personnel, property, and time are publicly funded, selling or providing access to advertising on school property outside the classroom involves ethical and legal issues that must be addressed. Therefore, when working together, schools and businesses must ensure that educational values are not distorted in the process. Positive school-business relationships must be ethical and structured in accordance with the following principles:

1. Corporate involvement must support the goals and objectives of the schools, including the district mission, statement of beliefs, and student exit outcomes.
2. All school-business partnerships must be consistent with all labor contracts, competitive bid requirements, and all applicable federal, state, and district laws, rules, and regulations.
3. Curricular programs with corporate involvement must be structured to meet identified educational needs and must be viewed in terms of educational effectiveness.
4. Schools and educators shall hold sponsored and donated materials to the same standards used for the selection and purchase of curriculum materials as per district requirements.
5. Corporate involvement shall not limit the discretion of schools and teachers in the use of curricular materials.
6. Sponsor recognition and corporate logos should be for identification rather than commercial purposes.
7. All gifts, grants, and bequests shall become district property unless this provision is waived by board action.
8. School-business partnerships shall not provide direct financial gain to district individual employees, students, parents, or school board members.
9. Except those approved by the building/district administrators and/or the board, vendors will not solicit contributions, sell, or offer for sale (within school buildings or on school property) any articles or services.

ADMINISTRATIVE OPERATIONAL PROCEDURES (Continued)General

1. Schools may utilize films, instructional aids, and equipment furnished by private sources when the advertising content is reasonable in the judgment of the superintendent or his/her designee and the principal of the school involved.
2. Schools may cooperate through announcements and distribution of program material with nonprofit organizations that supplement the school program (i.e., Boy Scouts, Girl Scouts, YWCA) when such cooperation will not interfere with the school program.
3. Schools may permit participation in essay, art, science, and similar contests sponsored by outside interests when such activities parallel the curriculum and contribute to the educational program, in the judgment of the superintendent or his/her designee and the principal of the school involved.
4. Schools may release promotional material for non-school athletic and cultural events only through appropriate school departments.
5. Schools may accept limited advertising on co-curricular activity schedules, etc., and programs at the discretion of the superintendent or his/her designee.

Gifts from the Public

1. All donors shall consult with school district administration prior to presenting gifts. If necessary, administrative recommendations may be submitted to the board prior to accepting gifts. Acceptance/use of gift will not imply endorsement of any business or product.

Logo Advertising on School Property

1. Company logos will not be permitted on facilities or informational equipment (such as a scoreboard) without approval of the school board.
2. Company logos will not be permitted on the outside or the inside of school vehicles without approval of the school board.
3. District students will not be required to wear the logo of any manufacturer for any school activity.

Exclusive Vending Agreements

1. The district will enter no agreements with vendors to provide exclusive district-wide access to student customers for soft drinks, snack foods, etc., purchased by students in school.