

Billings School District 2

COMMUNITY RELATIONS

Principles

School-business relationships based on sound principles and community input contribute to high quality education. However, compulsory attendance confers on educators an obligation to protect the welfare of students and the integrity of the learning environment. Therefore, when working together, the district and businesses must ensure that educational values are not distorted in the process.

Corporate involvement must support the goals and objectives of the district. Curriculum and instruction are within the purview of educators, with the involvement of the community.

Programs of corporate involvement must be structured to meet identified educational needs, not commercial motives, and must be evaluated for educational effectiveness by the district on an ongoing basis.

The district and educators should hold sponsored and donated materials to the same standards used for the selection and purchase of curriculum materials. Sponsor recognition and corporate logos should be displayed for identification only rather than commercial purposes.

Advertising and Promotion

The purpose of this policy is to establish the criteria for display of non-school public information at district owned properties. Billings Public Schools desires to promote positive relationships between the district and the community in order to enhance community support and involvement in the district's schools. Prior to the distribution of a publication, the Superintendent or designee shall review and approve all advertising copy and promotional materials to ensure compliance with Board policy.

Distribution or Posting of Fliers and Other Promotional Materials

The district recognizes the many worthwhile organizations that seek to inform the school community about events and activities of interest to children. The district's mission and its goals are focused on improving academic achievement and the district's resources must be directed to providing the highest quality educational program to all students.

Because flier distribution requires clerical support and teacher time, non-school flier distribution is limited to:

- Contracted programs (e.g., district grants) approved by the district (flier content must be focused on contracted programs conducted primarily on district campuses for district students);
- Parent-teacher organization promotion of school site-related events, activities and programs (not the events of other agencies or organizations);
- Governmental agencies, such as police and fire, that wish to distribute materials pertaining to student and community health and safety.
- Non-profit organizations that benefit students.

All materials to be distributed shall bear the name and contact information of the sponsoring entity.

The use of promotional materials or advertisements does not imply district endorsement of any identified products or services. Schools are encouraged to include a disclaimer in school publications and yearbooks stating that the school does not endorse any advertised products or services.

Criteria for Approval

The Superintendent or designee shall not accept for distribution or posting advertisements or materials that:

1. Are obscene, libelous or slanderous.
2. Incite students to commit unlawful acts, violate school rules or disrupt the orderly operation of the schools.
3. Promote any particular political interest, candidate, party or ballot measure, unless such materials are being distributed at a forum in which candidates or advocates from all sides are presenting their views to the students during school hours or during events scheduled that are open to the public.
4. Discriminate against, attack or denigrate any group on account of any unlawful consideration.
5. Promote the use or sale of materials or services that are illegal or inconsistent with district objectives, including but not limited to materials or advertisements for tobacco, intoxicants, and movies or products unsuitable for children.
6. Solicit funds or services for an organization, with the exception of solicitations authorized in Board policy.

7. Distribute unsolicited merchandise for which an ensuing payment is requested.

The Superintendent or designee also may consider the educational value of the materials or advertisements, the age or maturity of students in the intended audience, and whether the materials or advertisements support the basic educational mission of the district, directly benefit the students or are of intrinsic value to the students or their parents/guardians.

Schools may establish additional criteria pertaining to the content of advertisements in school publications and yearbooks. Such criteria may limit advertisements to those that contain congratulatory or commemorative messages, curriculum-related content, advertisements for products or services of interest to students, non-controversial content, and/or other content deemed appropriate by the school publication staff and advisor in accordance with school administration, law and Board policy. The Superintendent may impose content-based restrictions in order to minimize chances of abuse, the appearance of favoritism, and the risk of imposing upon a captive audience.

Sponsorship For Special Projects

Teachers or the district are permitted to seek sponsorship for special projects to support their classroom programs, as needs arise. For example, a teacher may approach a nursery if a special garden is being created, or maybe approach a baker for a breakfast. This sort of sponsorship may be acknowledged in the parent newsletter under a description of a project. These projects must be under \$1,000. Projects may also go through the District's grant program.

Regulations Governing Advertising In the Schools

The Superintendent shall develop regulations governing advertising in the school subject to the criteria listed on page 1 of this policy and in accordance with the following guidelines:

1. District officials may lease, for a reasonable fee or an in-kind contribution, commercial advertisement space on stadium, athletic and/or gymnasium billboards, banners, or signage for advertisements or promotions of an outside organization's products, services, programs or activities.
2. District officials may permit boards, displays or banners that acknowledge donations or sponsors of a school or the school system.
3. District officials shall prohibit advertising through the school system employee and student e-mail system and the school system website unless the Superintendent or Board determines that it is a benefit for employees and/ or students.
4. Advertising in district publications, in district media, in district facilities and on district property shall be limited to an advertiser's (a) name, brand name, and/or trade name; (b) logo; (c) location or place of business and contact information; (d) slogans

that identify the advertiser but do not promote it; and (e) products, programs or services in a value-neutral description. District officials have discretion to determine whether to use commercially sponsored materials or materials containing commercial advertising in school instructional programs and activities.

5. District officials may accept donations of equipment and supplies that contain advertising messages, subject to approval by the Superintendent.

Protection of Student Privacy

Neither the district nor the administrators shall require students to provide marketing information to vendors either through the provision of personal information or through marketing surveys. In addition, neither the district nor any school administrator shall enter into any contract for products or services, including electronic media services, in which students are asked to reveal personal information for collection by the providers of such services. For the purposes of this section, personal information includes, but is not limited to, the student's name, telephone number, e-mail address and home address.

Neither the facilities, the staff, nor the students shall be employed in any manner for advertising or otherwise promoting the interests of any commercial, political, or other non-school agency, individual or organization, except that:

1. The district may cooperate in furthering the work of any non-profit community-wide social service agency or other non-profit neighborhood based group: provided that such cooperation does not restrict or impair the educational program of the district.
2. The district may use films or other educational materials bearing only simple mention of the producing firm and providing such materials can be justified on the basis of their actual education values.
3. The district may cooperate with any agency in promoting activities in the general public interest which promote the education or other best interests of the pupil or employees with the approval of the Superintendent.

1. General Points Regarding School Function and Commercialism

- 1.1 All public-private sector partnerships entered into by the district shall be age appropriate and in the best interest of students.
- 1.2 If the economic benefit from any partnership exceeds \$2,500 to a school or the district, the agreement must be set forth in a written contract signed and approved by the Board at a public meeting, where the community is given adequate notice and has every opportunity to provide input and feedback.

- 1.3 If a public-private sector partnership requires a contract, said contract will require a

specific length of a contract, not to exceed ten years, with first right of refusal. The contract shall not subject the district to payment during periods beyond the length of the contract or in excess of the prorated benefit in the event of early termination.

2. Logo Advertising On School Grounds

- 2.1 All company logos appearing on district property, including logos on non-cash donations provided by sponsors, shall be for identification purposes only.
- 2.2 Public signs indicating the district's appreciation of an enterprise's support for education shall be permitted, if approved by the Superintendent or designee.

3. Advertising In Electronic Media

- 3.1 Except for courses of study, which have specific lessons related to advertising, students shall not be required to observe, listen to or read commercial advertising in the classroom.
- 3.2 The district will not enter into any contract for electronic media services, where personal information will be collected from the students by the providers of the services in question. Personal information includes, but is not limited to, the student's name, telephone number and home address.

4. Fair Market Value

- 4.1 The superintendent or designee will determine the fair market value for any sign being placed on Billings Public Schools property.

Cross References: 3200-P3 Student Publications
 3600 Student Records
 4210 School Support Organizations
 4320 Contact With Students
 8231 School Wellness

Legal References: Family Education Rights and Privacy Act, 20 U.S.C. § 1232g; 34
 C.F.R.99
 § 20-5-201, MCA Duties and Sanctions
 10.55.909, ARM Student Records

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