

REVENUE ENHANCEMENT CONTRACTS

Code **DJBA** Issued **8/05**

Purpose: To establish the basic structure for identifying and pursuing opportunities to enhance the generation of revenues for Charleston County School District.

~~Prudent fiscal management requires that the district identify and pursue opportunities to enhance revenues to support the district's educational program and extracurricular student activities.~~

Revenue enhancement contracts

The superintendent or his/her designee must approve all revenue generating contracts. ~~The revenue must be deposited into the general operating fund. The board must approve contracts for a term of two years or more, those for advertising rights or those that propose to generate revenue over \$50,000.~~

If Charleston County School District signs an exclusive product sales contract, all district schools and offices shall abide by the agreement. Charter schools are ~~regarded as separate school districts and shall~~ not be required to abide by such agreements.

Advertising in schools

Advertising contracts shall comply with the bid procurement process. In awarding the contracts, the board shall consider ~~not only~~ the amount of revenue generated by the contract, including sales incentives such as scholarships, awards, athletic team support and other educational program ~~enhancements, enhancements; but also student interest and employee, parent and local community support. The board shall also determine the appropriate use of funds generated by the contract and whether to engage in advertising in schools.~~

~~Revenue enhancement activities shall not do the following.~~

- ~~• promote hostility, disorder or violence~~
- ~~• attack ethnic, racial or religious groups~~
- ~~• discriminate, demean, harass or ridicule any person or group of persons on the basis of gender~~
- ~~• be libelous~~
- ~~• inhibit the functioning of the school and/or district~~
- ~~• override the school/district identity~~
- ~~• promote, favor or oppose the candidacy of any candidate for election~~
- ~~• promote bond or budget issues listed on an election ballot~~
- ~~• be obscene or pornographic~~
- ~~• promote any religious or political organizations~~
- ~~• use any district or school logo without prior approval~~
- ~~• interfere with other existing contracts, except as determined to be in the best interest of the schools and the district~~
- ~~• harm student welfare~~

Exclusive beverage/snack product sales contracts

The contract(s) shall meet all federal and state guidelines as set forth by the school food services program. The school nutrition ~~and food~~ services program shall be allowed, but not mandated, to utilize these contracts with their revenues being reported separately. ~~All revenues generated by~~

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~~the school nutrition food services program are required to remain in that program.~~ Individual schools will keep proceeds generated at the school level from the sale of vending machine items. Charleston County School District shall receive all funds from the vendors for signing an exclusive sales contract.

~~The Board shall receive an annual report outlining all revenue enhancement contracts, advertising in schools and exclusive beverage/snacks product sales contracts.~~

~~Expenditure of funds~~

~~Without board approval, the revenue derived may be used to accomplish the following:~~

- ~~• enhance student achievement~~
- ~~• assist student achievement~~
- ~~• assist in the purchase of classroom instructional materials~~
- ~~• purchase additional school and bus security devices~~
- ~~• purchase field trips~~
- ~~• purchase professional development training for teachers~~
- ~~• purchase computers for schools~~
- ~~• assist in the purchase of school buses and vans for magnet, school to career and athletic programs~~
- ~~• purchase new and safe playground equipment and playground surfaces for elementary schools~~
- ~~• purchase band equipment and uniforms~~
- ~~• purchase transportation for after school academic enhancement and/or tutoring programs~~
- ~~• pay for expenses of students and teachers who travel to represent the district in state and national competitions~~
- ~~• establish a scholarship fund to include each high school valedictorian and salutatorian~~
- ~~• supplement Charleston County School District's general operating fund~~

~~For other purposes, board approval is required.~~

~~Annual monitoring~~

~~The superintendent or his/her designee shall make an annual report to the board during each fiscal year concerning the administration of all exclusive contracts. The report shall address the revenue generated by the contract; the expenditure of such revenue; vendor and school site marketing and promotion plans; vendor advertising at school sites; sales; and any other items which may be of interest to the board. The board may make adjustments in the program if determined necessary or appropriate.~~

~~Annual audit of funds~~

~~The revenue generated will be subject to an annual audit in conjunction with Charleston County School District's regular annual audit pursuant to state law and board policy.~~

Adopted 7/24/95; Revised 10/23/00, 1/14/02, 8/8/05