



Tuesday, March 9, 2021
Board Policy Review Committee - REVISED AGENDA

Subcommittee of the Board of Education
Appleton Area School District

All members will be participating from remote locations

Time: 8:30 AM

***A live stream of this meeting will be available on the Appleton Area School District YouTube Channel:**

<https://www.youtube.com/channel/UChO-l09YGgt4uKnCWYvt8Pw>

***For remote attendance via telephone, please dial:**

1-312-626-6799

Meeting ID: 917 7870 2459

1. VIRTUAL MEETING NOTICE

Subject	A. This meeting will be conducted as a virtual meeting due to the active COVID-19 public health emergency situation, meaning that multiple Board members may be participating in the meeting from remote locations through the use of communications technology and/or that public access to the meeting may be arranged through the use of technology. The District discourages the public and/or media from attending the meeting in person at its noticed location due to concerns with health and safety and encourages use of the alternative method(s) of access that the District is providing.
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Meeting	Mar 9, 2021 - Board Policy Review Committee - REVISED AGENDA
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Category	1. VIRTUAL MEETING NOTICE
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Type	Information, Procedural
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Subject	B. Members of the media or general public may access the meeting via the live stream broadcast on the Appleton Area School District YouTube Channel: https://www.youtube.com/channel/UChO-l09YGgt4uKnCWYvt8Pw. For remote attendance via telephone, please dial: 1-312-626-6799 Meeting ID: 917 7870 2459
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Meeting	Mar 9, 2021 - Board Policy Review Committee - REVISED AGENDA
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Category	1. VIRTUAL MEETING NOTICE
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Type	Information, Procedural
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Subject	C. Any special needs or any requests for accommodations related to accessing the meeting should be sent to Clara Kopplinger, at kopplingerclar@aad.k12.wi.us or (920) 832-6126, at least 24-hours in advance of the meeting. This would include any person for whom it would be burdensome or infeasible to use the primary method(s) of remote access established by the District.
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Meeting Mar 9, 2021 - Board Policy Review Committee - REVISED AGENDA

Category 1. VIRTUAL MEETING NOTICE

Type Information

Subject **D. With respect to the gravity of the current public health emergency, we have made every effort to streamline this meeting as much as possible while still focusing on items that are essential to the current and future operations of the District. As such, there will be no opportunity for public comments. If you have comments related to an item on the agenda that you wish to share with the Committee, you are welcome to submit them in writing. Comments can be submitted to Clara Kopplinger at kopplingerclar@aasd.k12.wi.us (preferred) or mailed to 131 E. Washington Street, Suite 1A, Appleton, WI, 54911. All written comments submitted will be distributed to all members of the Policy Review Committee. We appreciate your understanding during this unprecedented time.**

Meeting Mar 9, 2021 - Board Policy Review Committee - REVISED AGENDA

Category 1. VIRTUAL MEETING NOTICE

Type Information

2. MEETING OPENING

Subject **A. Roll Call**

Meeting Mar 9, 2021 - Board Policy Review Committee - REVISED AGENDA

Category 2. MEETING OPENING

Type Procedural

3. APPROVAL OF MINUTES

Subject **A. Approval of Minutes from Tuesday, October 13, 2020**

Meeting Mar 9, 2021 - Board Policy Review Committee - REVISED AGENDA

Category 3. APPROVAL OF MINUTES

Type Action, Minutes

Recommended Action Approval of the Policy Review Committee meeting minutes from July 14, 2020.

Minutes

Motion & Voting View Minutes for Oct 13, 2020 - Board Policy Review Committee
Motion to approve the Policy Review Committee meeting minutes from July 14, 2020.

Motion by Barry O'Connor, second by Kristine Sauter.
Final Resolution: Motion Carried
Aye: Barry O'Connor, Kay Eggert, Kristine Sauter

4. APPROVAL OF AGENDA

Subject **A. Approval of Agenda**

Meeting	Mar 9, 2021 - Board Policy Review Committee - REVISED AGENDA
Category	4. APPROVAL OF AGENDA
Type	Action
Recommended Action	Approval of the agenda as written.

Motion & Voting

Motion to approve the agenda as written.

Motion by Kristine Sauter, second by Barry O'Connor.

Final Resolution: Motion Carried

Aye: Barry O'Connor, Kay Eggert, Kristine Sauter

5. POLICY REVIEW AND DISCUSSION

Subject A. Proposed Policy Revision: Naming School District Facilities - 940

Meeting	Mar 9, 2021 - Board Policy Review Committee - REVISED AGENDA
Category	5. POLICY REVIEW AND DISCUSSION
Type	Discussion, Information

File Attachments

[940 - Naming School District Facilities.pdf \(50 KB\)](#)

[Naming a School District Facility - 940 DRAFT.pdf \(72 KB\)](#)

[WASB 940 sample policy 2.pdf \(111 KB\)](#)

[WASB 940 sample rule 2.pdf \(120 KB\)](#)

Subject B. Proposed Policy Revision: Sponsorship - 851.1 & Rule

Meeting	Mar 9, 2021 - Board Policy Review Committee - REVISED AGENDA
Category	5. POLICY REVIEW AND DISCUSSION
Type	Discussion, Information

File Attachments

[851-1 - Sponsorship Policy.pdf \(66 KB\)](#)

Subject C. Policy Review: Gifts & Bequests to Schools - 840

Meeting	Mar 9, 2021 - Board Policy Review Committee - REVISED AGENDA
Category	5. POLICY REVIEW AND DISCUSSION
Type	Discussion, Information

File Attachments

[840 - Gifts & Bequests to Schools.pdf \(71 KB\)](#)

6. ACTION AGENDA ITEMS (Only Board Subcommittee members can vote on Action Agenda Items. Although additional Board of Education members may be present, they do not vote.)

Subject	A. Policy Revision: Naming School District Facilities - 940
Meeting	Mar 9, 2021 - Board Policy Review Committee - REVISED AGENDA
Category	6. ACTION AGENDA ITEMS (Only Board Subcommittee members can vote on Action Agenda Items. Although additional Board of Education members may be present, they do not vote.)
Type	Action
Motion & Voting	

Subject	B. Policy Revision: Sponsorship - 851.1 & Rule
Meeting	Mar 9, 2021 - Board Policy Review Committee - REVISED AGENDA
Category	6. ACTION AGENDA ITEMS (Only Board Subcommittee members can vote on Action Agenda Items. Although additional Board of Education members may be present, they do not vote.)
Type	Action
Motion & Voting	

7. FUTURE AGENDA TOPICS

Subject	A. TBD
Meeting	Mar 9, 2021 - Board Policy Review Committee - REVISED AGENDA
Category	7. FUTURE AGENDA TOPICS
Type	Information

8. FUTURE MEETING(S)

Subject	A. Tuesday, April 13, 2021, 9:00 AM, Remote
Meeting	Mar 9, 2021 - Board Policy Review Committee - REVISED AGENDA
Category	8. FUTURE MEETING(S)
Type	Information

9. ADJOURN

Subject	A. Adjourn Meeting
Meeting	Mar 9, 2021 - Board Policy Review Committee - REVISED AGENDA
Category	9. ADJOURN
Type	Action

NAMING SCHOOL DISTRICT FACILITIES

Naming of School District facilities is the responsibility of the Board of Education and shall be by majority vote of the entire Board.

1. A school community may wish to name part of their facility, such as an auditorium, a room, or athletic field.
 - The school community will develop the process of suggesting a name and a place. The suggested name will then be presented to the Board by the school principal.
 - The Board will ask that the person whose name is suggested, be of exemplary moral character and be held in high regard by the school community.
 - If the nominee has been an employee of the District, that person must no longer be an active employee.
 - If the person who is being honored is living, the Board should seek the person's written permission before naming the chosen place.
 - An appropriate plaque commemorating the individual's relationship to the school should be placed onsite, so that future generations of students, parents, and faculty will understand and appreciate the dedication's meaning.

2. A District facility may be named. Some examples are, but are not restricted to, a facility that is newly constructed; remodeled; or turned into an educational facility after previous use for a different purpose. A facility might be named after a geographic location and/or a section of the District that it serves. The name might have national or local historical significance. Facilities may also be named after major contributors to the School District without whom new facilities would not have been possible.
 - The Board may solicit suggested names from the public, including students, staff, and residents of the community. Suggested names should include the rationale for nomination. If persons are nominated, they should be of exemplary moral character, have made an outstanding contribution to education, humanity or the District's community, have displayed outstanding leadership, or be a person of historical significance.
 - If the nominee has been an employee of the District, that person must no longer be an active employee. The Board of Education has the discretion to waive this requirement on an individual basis.
 - If the person who is being honored is living, the Board should seek the person's written permission before naming the chosen facility.
 - An appropriate plaque should be placed onsite.

Adoption Date: May 24, 2004

Amended Date: April 23, 2007

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 - If the person who is being honored is living, the Board should seek the person's written permission before naming the chosen facility.
 - An appropriate plaque should be placed onsite.

3. Renaming Facilities

Once a school or other major District facility, or any area within a school or other facility, has been named, it shall not be renamed except for compelling reasons as determined by the Board. The Board shall hold a public hearing prior to taking any action to approve the opening of a renaming process as to (1) any school; (2) any major facility of the District; or (3) any area of any facility that is currently named after a person.

4. Naming a Charter School that may be Authorized by the Board

The official name or proposed renaming of any charter school that is authorized by the Board shall be subject to Board approval and incorporated within the contract for the operation of the charter school.

Adoption Date: May 24, 2004

Amended Date: April 23, 2007

(This sample policy provides for a “naming advisory committee” to be appointed to solicit, evaluate, and prioritize possible names for a new school, except where the new school replaces an existing school at an instructional level at which the district only operates one school. The sample also (1) outlines a process for addressing proposals to name a charter school, a non-school facility, or any specific area within a larger facility; (2) provides a number of criteria for selecting and evaluating naming proposals; and (3) addresses the renaming of facilities. This sample policy is intended to go with PRG 940 Sample Rule 2.)

Naming New School Buildings that Do Not Replace Existing Schools

As soon as the construction of a new school is approved, the Board President shall appoint a naming advisory committee consisting of at least one School Board member, one administrator, one other staff member, and three parents or other residents of the attendance area to be served by the new school. If the high school's student council chooses, it may also appoint a representative to the committee.

The task of the committee shall be to solicit, evaluate, and prioritize possible names for the new school. The final recommendation of the committee shall consist of no fewer than [insert minimum number] proposed names, no more than [insert number or percentage] of which shall be the name of a deceased person. For each of the finalist names that the committee forwards to the Board, the committee shall also present a written rationale and research summary addressing at least the following criteria, as well as any other criteria used by the committee:

1. The manner in which the proposed name reflects the mission, vision or ideals of the District.
2. The extent to which the proposed name will have significant meaning to the community served by the school and the broader local community. For those names that do not have an inherently local connection (e.g., for names of primarily national or global significance, names that reflect a broad idea or concept, etc.), the characteristics of the name in question that connect it directly to the school or the District, and thereby set it apart from other potential names that fall into the same general category.
3. The extent to which the name compliments and does not conflict or cause confusion with the names of other District facilities or the facilities of other nearby public or private schools.
4. The extent to which the name is likely to retain significance to future students and other future members of the local community.
5. For proposed names that are names of persons, the additional criteria applicable to the evaluation of the names of persons as specified in the rule accompanying this policy.

The committee need not rank or further prioritize the recommendations that it forwards to the Board, but it may choose to do so if the committee is able to reach that degree of consensus by at least a two-thirds vote of its total membership. Any such further prioritization offered by the committee will be one of many factors that the Board may consider.

The committee shall provide the Board with a list of any non-frivolous names that were suggested and considered by the committee, but that are not among the finalists. The

Sample Policy 2

Page 2 of 4

committee shall be empowered to seek public input during its process to the extent the committee determines that such input would be useful.

The Board will publicize and hold a public hearing on the committee's final recommendations, and thereafter the Board may vote to select a name from among the committee's recommendations, or the Board may defer a vote and ask the committee to provide a secondary list of recommendations.

Naming School Buildings that Replace Existing Schools

So long as the District operates only one school at the relevant instructional level (e.g., elementary school, middle school or high school), and in the absence of a resolution adopted by the Board to invoke the committee procedure (described above) for naming a new school, the name of any school constructed to replace an existing school shall continue to be the name of the District, followed by the designation of the school's instructional level.

If a new school is constructed to replace an existing school at an instructional level at which the District operates more than one school, the process to be used for naming the new school shall be identical to the process used for a new school that is not replacing an existing school, except that the naming committee shall consider, and the Board may consider, retaining the name of the school that is being replaced.

Naming a Charter School that may be Authorized by the Board

The official name of any charter school that is authorized by the Board shall be subject to Board approval and incorporated within the contract for the operation of the charter school.

The person or entity with whom the District may contract to operate a charter school shall, at least [identify the appropriate time period – e.g., 90 days] prior to the date that the Board votes to approve such a contract, submit to the Board, in writing, a proposed name for the charter school and the rationale for selecting the proposed name. The Board shall meet to evaluate the proposed name, and may either approve the proposed name, request the submission of an alternative name (or a selection of possible names) for the charter school, or establish some other process.

Naming Major Facilities Other Than Schools

Any proposal to name a major facility that is initiated by any individual or group other than the Board shall be submitted in writing to the District Administrator, and shall include at least two alternative means of achieving the recognition sought to be achieved by naming the facility. The document shall evaluate the naming proposal against the applicable evaluation criteria identified within this policy, including the extent to which any proposed name for a facility is of special local significance to the primary activities conducted at the facility.

The District Administrator shall evaluate the proposal against the various criteria identified in this policy and formulate a recommendation for the Board. The District Administrator may recommend that the Board (1) consider the proposal to name the facility; (2) consider approving an alternative means of recognition (or report that the administration intends to take

such alternative action if Board approval would not be required); or (3) take no action on the proposal.

If the Board votes to explore naming a major facility (other than a school building), it shall designate a process that shall include, prior to any final vote to name a facility, holding a public hearing on the proposed name(s) for the facility. At its discretion, the Board may create an ad hoc naming committee to solicit, evaluate, and prioritize possible names for any such facility.

Any high school auditorium, main high school gymnasium/court, high school pool, and other high school athletic fields (other than practice fields) shall be included among the "major facilities" that may be separately named by the Board pursuant to this policy.

Naming Other Areas within a School or Other District Facility

If any person or group wishes to propose the naming of a smaller area within a school or other facility, the person or group shall submit a written proposal to the building principal (or the District Administrator if the area is not in a school) that, in addition to identifying the specific naming proposal, suggests at least two alternative means of achieving the recognition that would be achieved by the naming of an area. The document shall evaluate the naming proposal against the applicable evaluation criteria identified within this policy, including the extent to which any proposed name for an area is of special local significance to the primary activities conducted within that area.

The District Administrator, working in conjunction with the building principal if applicable, shall evaluate the proposal, including the alternative means of recognition identified within the proposal and any other alternatives that the administration considers. The District Administrator may recommend that the Board (1) consider the proposal to name the area; (2) consider approving an alternative means of recognition (or report that the administration intends to take such alternative action if Board approval would not be required); or (3) take no action on the proposal.

If there is doubt as to whether an area proposed to be named should be considered a "major facility" and given a public hearing, the District Administrator shall bring that question to the Board.

Renaming Facilities

Once a school or other major District facility, or any area within a school or other facility, has been named, it shall not be renamed except for compelling reasons as determined by the Board. The Board shall hold a public hearing prior to taking any action to approve the opening of a renaming process as to (1) any school; (2) any major facility of the District; or (3) any area of any facility that is currently named after a person.

Legal References:

Wisconsin Statutes

[Section 120.17\(9\)](#) [notification of postmaster of new school names]

NAMING SCHOOL FACILITIES

Policy 940

Sample Policy 2

Page **4** of **4**

Cross References:

[Insert appropriate cross references to the policy as applicable to your district.]

Adoption Date:

CRITERIA FOR NAMING A SCHOOL OR OTHER FACILITY OR AREA AFTER A PERSON

940-Rule

Sample Rule 2

Page 1 of 2

(This sample rule outlines criteria for naming a school, other district facility, or area within a facility after a person. This rule is intended to accompany PRG 940 Sample Policy 2.)

1. A proposal to name a school or other District facility, or any area of a school or facility, after a person shall meet the following minimum requirements:
 - a. If the proposal seeks to use the name of a living person, the District shall obtain that person's written permission to use his/her name before approving the name.
 - b. For proposals involving the name of a deceased person, the proposal should be submitted no earlier than identify the appropriate time period – e.g. ten years after the date of a person's death.
 - c. A school shall not be named after a living person. A proposal to name a major district facility (other than a school) after a living person must address the concern that it is difficult to evaluate how future events may affect the appropriateness of selecting such a person's name as a permanent name for a major facility.
 - d. The Board will not consider proposals to name a school, major facility, or an area of a facility, after any district official, employee or student who is still serving/attending the District. If the proposal to name a major facility or an area of a facility uses the name of a former District official, former staff member, or former student who is still living, the proposal should be submitted no earlier than identify the appropriate time period – e.g., 10 years after the last date of service/attendance.
2. The following criteria shall be considered when evaluating any proposal to name any school or district facility, or any area within a school or facility, after a person:
 - a. Does the proposed name positively reflect and exemplify the mission, vision and ideals of the school district?
 - b. Did the person make an extraordinary contribution within the fields of education, science, art, business, or philanthropy and/or serve an extraordinary role in history or as a leader in the community?
 - c. Has the person consistently exhibited exemplary moral character?
 - d. To the extent any facility or area of a facility might be named after a major financial contributor, without whom the facility or area would not have been possible, does the proposal equitably balance and provide a means of recognizing other important contributions to the project?
 - e. Will the reason for the naming proposal retain significance to future students and other future members of the school community?

CRITERIA FOR NAMING A SCHOOL OR OTHER FACILITY OR AREA AFTER A PERSON

940-Rule

Sample Rule 2

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3. The following additional criteria shall be considered when evaluating any proposal to name any school or district facility, or any area within a school or facility, after a former district official, former district employee, or former student:
 - a. Is the primary basis for the proposal the fact that the individual made an extraordinary contribution to the school community?
 - b. If the proposal uses the name of a former student, is the primary basis for the proposal an attempt to recognize the individual's extraordinary accomplishments after completing his/her education and for which his/her education was instrumental?
 - c. Is the proposal equitable to other individuals who have made a similar contribution to the school district or community in the past, or who may make a similar contribution in the future?

Naming proposals based primarily upon longevity of service to the District, or proposals that follow a personal tragedy (e.g., an illness) will normally be redirected to find other appropriate means of recognition or remembrance.

Adoption Date:

SPONSORSHIP POLICY

SPONSORSHIPS

The Board encourages sponsorships to help support District buildings, grounds, programs, and services. A “sponsorship” means any contribution of money, goods and/or services in exchange for the District or school acknowledging the sponsor’s contribution. No sponsorship shall contradict the District’s mission or conflict with Board policies. No sponsorship shall be construed as an endorsement, by the District, Board or school, of the sponsor or its product, service, program, etc. No sponsorship agreement shall require that the District’s programs or services be delivered in a specific manner. A sponsorship may be acknowledged with awarding of naming rights (see Naming Rights section). The District, Board, and schools reserve the right to accept or decline a sponsorship offer as determined to be in the best interests of the District.

Procedure

- **School level sponsorships:** For sponsorships acknowledged by the school, the principal or his/her designee will evaluate the request and determine whether to allow the sponsorship. The Principal must refer sponsorship requests that are \$5,000 or more or require recognition that extends beyond one year to the Superintendent or his/her designee for written approval. The Superintendent may refer such requests to the Board for approval. (Refer to Donor Recognition Program Plan below.)
- **District level sponsorships:** For sponsorships acknowledged by the District, the Superintendent or his/her designee will evaluate the request and determine whether to allow the sponsorship. The Superintendent or his/her designee may refer sponsorship requests that are \$10,000 or more or require recognition that extends beyond one school year to the Board for approval.

ADVERTISEMENTS

The Board accepts paid advertisements. “Advertisement” means any payment of money or other economic benefit to the District or a school for promoting the sale of a product, service, activity, or program that requires visual, audio, or video placement of a name, slogan, or product message on a School District property, publication, or broadcast. No paid advertisement may undermine the mission of the District or conflict with Board policies. No paid advertisement shall be construed as an endorsement by the District, Board, or school. The District, Board, and schools reserve the right to accept or decline any paid advertisement as determined to be in the best interests of the District.

Procedure

- **School level advertisements:** Advertisements placed in school publications will be evaluated and approved by the building principal or his/her designee.
- **District level advertisements:** Advertisements placed in District facilities (individual or multiple), on District grounds, or in District publications will be evaluated and approved by the Superintendent or his/her designee. The Superintendent or his/her designee may use discretion in requesting Board approval of advertising requests.

NAMING RIGHTS

Sponsorships that are to be acknowledged through the naming of District facilities, programs, endowed positions, or other recurring costs will require Board approval. The Board will consider the size of the contribution and the longevity terms. The Board reserves the right to revoke previously awarded naming rights as determined to be in the best interests of the District.

EXCLUSIVE RIGHTS CONTRACTS

Exclusive rights contracts must be forwarded to the Superintendent or his/her designee for approval. Superintendent may refer those contracts to the Board. An “exclusive rights contract” means any payment of a premium or provision of some economic benefit to a school or the District for the right to be a sole provider of a service or good. The term includes limited exclusive rights contracts where more than one provider may supply the same or similar service or product. No exclusive right contract may conflict with the District mission or Board policies. The Board will consider whether the substantial benefit of the contract justifies the required advertising, sale of products, or other contract provision. The Board reserves the right to revoke an exclusive rights contract as determined to be in the best interests of the District.

PROHIBITED COMMERCIAL ACTIVITIES

The above policy notwithstanding, no commercial activity as defined or allowed by this policy shall be associated with tobacco, alcohol, illegal drugs, or weapons; contain vulgar and plainly offensive, obscene, or sexually explicit language or graphics; advocate the violation of law or District policy; advance any religious or political organization; promote, favor, or oppose a candidate for elected office or a ballot measure; be associated with any company or individual whose actions are inconsistent with the District’s mission and goals or community values; or otherwise be in violation of law. Additionally, the activity cannot negatively affect the fiscal condition of the District or place any financial limitations on the District.

No sponsor may use the name, portrait, or picture of any student or staff member without having first obtained the written consent of the person, or if the person is a minor, of his or her guardian. In addition, the District shall not provide any personally identifiable data about a student or staff member without having first obtained the written consent of the person, or if the person is a minor, of his or her guardian, and approval of the Superintendent or his/her designee, unless otherwise determined to be a public document pursuant to Wisconsin Statutes. No student, in order to participate in a school program or school-sponsored activity, shall be required to provide personal identifiable data to the sponsor of a commercial activity without having first given his/her written consent, or if the person is a minor, that of his/her guardian, and approval of the Superintendent or his/her designee. Students shall not be required to complete any survey or questionnaire that is designed to provide marketing information to a vendor or business about their interests or preferences for a particular vendor, business, or product.

Any commercial activity allowed by this policy shall be respectful of all people without regard to disability, race, color, gender, national origin, ethnicity, sexual orientation, age, religion, marital status, socioeconomic status, cultural background, familial status, physical characteristics, or linguistic characteristics.

**851.1 &
851.1-Rule (cont.)**

Cross References: Political Candidates Speaking to Students, 382-Rule
Relationship with Community and Community Organizations (Student
Fundraising), 881-Rule
Student Records, 347-Rule
Naming School District Facilities, 940

Adoption Date: April 13, 2009

Donor Recognition Program Plan

Any donor recognition program for a major project that results in a long-term display needs to be approved by the Board and will follow established precedents to the degree possible.

The recognition plan that is to be submitted must include the following for consideration:

1. How will the project that is to be recognized benefit the District?
(Be specific about the project and the benefits).
2. What is the nature of the goods, services, and/or the amount of money to be provided to the District?
3.
 - a. For single sponsors, how does the sponsor wish to be recognized? The acknowledgement choices include, but are not limited to, making an announcement at a District event, the placement of a sponsor's logo and/or name, address, web site, internet address in a District publication, on the District's educational cable access channel, on the District's website, in a District news release, etc., and notwithstanding the Board's policy on naming facilities, the right to name a building, or area within a school or school campus.
 - b. If multiple sponsors are to be recognized, articulate the following:
 - Categories of recognition corresponding to the level of sponsorship
(Example: For X dollars, the donor will be recognized with [how]),
 - Location – placement of the visible recognition,
 - Length of the time the recognition will remain in place.

The Board and the District administrator or his/her designee shall take into consideration the criteria set forth below when considering a sponsorship request:

- Whether accepting the sponsorship will be in conflict with the mission of the District or the District's curriculum and/or instructional program.
- Whether accepting the sponsorship is consistent and compatible with District and Board priorities and educational objectives.
- Whether the sponsorship would adversely affect the District's reputation or image.
- Whether the sponsorship promotes the engagement of illegal activity.
- Whether the sponsorship is contrary to the ethical principles and beliefs of the District or the School Board.
- Whether the sponsorship creates an endorsement of a political cause, political activity, candidate for a political office, or political position, etc.
- Whether the sponsorship would appear to exploit or demean a person based upon, among other things, the person's protected status.
- Whether the sponsorship promotes the use of tobacco products, gambling, or alcohol.
- Whether the sponsorship promotes the consumption of unhealthy food choices.

**851.1 &
851.1-Rule (cont.)**

- Whether the sponsorship will provide fiscal benefit to the District, an individual school, school program, school activity, students, employees, or the community, etc.
- Whether the acceptance of the sponsorship will have a neutral or positive effect on the District, and individual school, students, employees and the community.
- Whether the sponsorship positively affects the fiscal condition of the District and/or has any financial limitations on the District.

Cross References: Political Candidates Speaking to Students, 382-Rule
Relationship with Community and Community Organizations (Student Fundraising), 881-Rule
Student Records, 347-Rule
Naming School District Facilities, 940

Adoption Date: April 13, 2009

GIFTS AND BEQUESTS TO SCHOOLS

The Appleton Area School District may receive, accept, and use gifts or grants of furniture, books, equipment, supplies, moneys, scholarships, securities or other property, real or personal, used or useful for school research and educational purposes. All monies received as gifts or grants shall be placed in the School District treasury but shall be considered segregated trust funds. Whenever a School Board receives gifts or grants under this section, it shall make such use thereof, or invest the same in the case of monies, as the donor or grantor specifies. In the absence of any specific direction as to the use of such gifts or grants by a donor or grantor, the School Board may determine the use of, or invest the same, in accordance with the law applicable to trust investments.

While the Appleton Area School District continues to receive support through various sources of funds that are ultimately provided through federal, State, and local tax sources, the Board of Education also believes that it is important to continue to nurture charitable interests within our community. Developing and maintaining this relationship provides an opportunity for the students and staff of the School District to benefit from opportunities that otherwise would not exist. Donors also benefit from the personal satisfaction of being a partner in the educational opportunities that are made available to the children of our community.

Gifts with a value of less than \$200 may be accepted and acknowledged by building administrators and Department Heads. Gifts with a value greater than \$200 will be formally accepted by the Board of Education. This will allow the community to be aware of the gift and the Board of Education to acknowledge the donor. It also provides for proper planning, budgeting, and inventory.

While the Board welcomes and appreciates gifts to the District, these gifts must be appropriate for school programs. Gifts that are deemed inappropriate to the operation of the District may be rejected with appreciation stated for the intent of the donor. The District also reserves the right to dispose of any donated property that is no longer needed or considered too costly to maintain.

Soliciting of gifts is permitted if conducted in accordance with Board of Education Policy, 881, Relationship with Community and Community Organizations (Student Fundraising).

Student Nondiscrimination

The Appleton Area School District does not discriminate against students on the basis of sex, race, color, religion, national origin, ancestry, creed, pregnancy, marital or parental status, sexual orientation, gender identity, gender expression or physical, cognitive, emotional or learning disability in its education programs or activities. Discrimination complaints shall be processed in accordance with established procedures.

Cross References: Student Nondiscrimination Complaint Procedure, 411.2-Rule

Legal References: Wisconsin State Statutes 118.13, 118.27
Wisconsin Administrative Code PI 9.03(1)

Adoption Date: June 26, 1993

Amended Date: August 26, 2002

GIFTS AND BEQUESTS TO SCHOOLS

Procedures

The Appleton Area School District may accept and use any bequest, gift of money or property for a purpose deemed by the Board of Education to be consistent with District goals, beliefs, and values.

The following criteria for accepting gifts or bequests shall be followed. Accounting for receipts and disbursements of gifts and bequests shall follow generally accepted accounting procedures.

1. All gifts and bequests shall become property of the School District. As long as such property is used advantageously in the school in which it is initially placed with its original intent, it will be retained in that school. However, when such use is no longer deemed by the Superintendent as advantageous, or the facility will no longer be used for school purposes, the Superintendent will have the right to move the property or recommend to the Board of Education the sale or disposal of the property in a manner that will best serve the interests of the District.
2. Funds obtained by non-school groups through fundraising activities and directed to individual schools or school organizations, shall also be considered gifts to the School District.
3. Gifts to individual sites or departments of \$200 or less will be accepted and acknowledged by the appropriate building administrator or Department Head. The administrator, at his/her discretion, may seek Board of Education approval of items less than the aforementioned value. Gifts of higher value, as well as those to the district-at-large, will be accepted by the Board of Education as either an Item of Information or Item for Consideration. The individual receiving the gift will complete and submit to the Superintendent's office the **Gift to District** form. All gifts accepted by the Board of Education will be acknowledged with a response of gratitude.
4. Acceptance of any gift must satisfy the following guidelines.
 - a) The gift will:
 - i) be offered by a donor acceptable to the Board of Education. The primary beneficiary must be the school and the students being served. Donations benefiting both the school and a vendor will be allowed only if the business does not expect reciprocal privileges or preferential treatment. Further, the benefit must go primarily to the student and not the vendor involved.
 - ii) place no restrictions on or alter in any way the Board of Education approved programs and services.
 - iii) not require an explicit endorsement by the school, department, or District. Notwithstanding this provision, it is acceptable for the donor to publicize the making of the gift if the Board of Education approves such publicity in advance.

- b) The gift may be rejected if it:
 - i) is not consistent with the District's educational philosophy or State law, such as Wis. State Statute 118.13 Pupil Nondiscrimination.
 - ii) does not support the curriculum.
 - iii) involves major costs for installation or maintenance.
 - iv) commits the District to an extensive financial outlay for procurement, replacement, repair, disposal, or future purchases.
 - v) is deemed objectionable by the Board of Education.
- 5. Although unrestricted gifts will be accepted if they meet the above criteria, it is recommended that donors either verbally, or preferably in writing, indicate the intent and use of gifts.
- 6. Acceptance and awarding of scholarships
 - a) The District encourages student scholarships that meet criteria consistent with this policy.
 - b) Gender restrictive scholarships will be accepted if the overall effect of all financial assistance awarded to students in the District does not discriminate on the basis of gender.
 - c) Information regarding scholarships shall be presented and disseminated in a nondiscriminatory manner.
 - d) Scholarships shall be awarded in accordance with the donor's intention and criteria.
 - e) A representative group selected by the building principal shall determine who is awarded the scholarship.
 - f) Agencies, organizations, and individuals that provide scholarships without District participation may distribute them during District award ceremonies if the award is not discriminatory or contrary to District values and beliefs.
- 7. A School District receipt will be provided for all gifts of money. The receipt will indicate the donor, amount received, and purpose of the gift if specified by the donor. The funds shall be deposited intact in the designated School District depository as soon as possible.
- 8. The Assistant Superintendent/Business and Personnel shall be responsible for the proper accounting of all gifts of money and shall do so in accordance with the Wisconsin Elementary and Secondary School Accounting System.

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