



Book	Policy Manual
Section	Board Approved 5-13-26
Title	USE OF PERSONAL TRANSPORTATION DEVICES
Code	po5514
Status	
Adopted	June 9, 2008

5514 - **USE OF PERSONAL TRANSPORTATION DEVICES**~~STUDENT USE OF BICYCLES, BOARDS, SCOOTERS, OR SKATES~~

~~Students who attend school in the Ashwaubenon School District may ride their bicycles, boards, scooters, or skates to school at their own risk. The School District shall not be responsible for the Student's personal safety while not on school property, or for the loss or theft of the bicycle, board, scooter, or skates.~~

~~Any student who rides a bicycle, board, scooter, or skates to school shall be responsible for parking/storing the device in a designated area established by the administration and for obeying safety rules established by the building administrator.~~

The Board regulates the utilization of bicycles, scooters, skateboards, hoverboards, and similar personal transportation devices, whether powered manually by an operator or powered by a mechanical means (including, but not limited to, small gas engines or electric motors). For purposes of this policy, such items are collectively referred to as "personal transportation devices" but do not include personal transportation devices needed and/or used due to a disability. Personal transportation devices necessary for use due to a student's disability are governed by other policies of the Board. Additionally, this policy does not prevent the safe and reasonable utilization and operation of personal transportation devices when needed due to a disability. This policy does not apply to motor vehicles which are subject to Policy 5514.01 - Student Use and Parking of Motor Vehicles.

The Board regards the use of personal transportation devices for travel to and from school by students as an assumption of care, risk, and responsibility on the part of the students and parents of students.

The Board in no way regulates the utilization of personal transportation devices off Board property and in no way takes responsibility regarding the utilization of personal transportation devices on Board property, with the owner and operator of such devices being fully and wholly liable for any personal or property damage resulting from the operation of such devices.

The operator of a personal transportation device must observe all safety laws and rules, display courtesy and consideration toward others, and must abide by this policy as well as all laws and ordinances regarding the operation of the relevant device. Operating or bringing a personal transportation device on Board property is a privilege and not a right. An administrator may temporarily or permanently revoke such privilege to the extent that a personal transportation device is operated in a negligent, reckless, or other manner that creates a risk of harm to the operator or others, or in a fashion that otherwise fails to comply with safety rules, laws, or ordinances. Additional disciplinary action may result from the unsafe operation of a personal transportation device on Board property.

Under no circumstances are gas-powered personal transportation devices to be operated on Board property.

Upon the request of an administrator, the operator of an electronic powered transportation device will dismount the device and walk the device to the appropriate storage area. Failure to comply with an administrator's request to dismount and walk such a device may subject the student to disciplinary action.

The Board will not be responsible for personal mobility devices that are lost, stolen, or damaged.

The Board will not be responsible for personal transportation devices that are lost, stolen, or damaged.

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Book	Policy Manual
Section	ASD - Special Update 11-25
Title	STUDENT FUND-RAISING
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Last Revised	August 11, 2021

5830 - **STUDENT FUND-RAISING**

The Board of Education acknowledges that the solicitation of funds from students must be limited since compulsory attendance laws make the student a captive donor and may also disrupt the program of the schools.

For purposes of this policy "student fund-raising" shall include the solicitation and collection of money from students for any purpose and shall include the collection of money in exchange for tickets, papers, or any other goods or services for approved student activities.

Student-Led Fundraising for School-Related Organizations

The Board will permit student fund-raising by students in school, on school property, or at any school-sponsored event only when the profit therefrom is to be used for school purposes or for an activity connected with the schools.

The Principal may permit fundraising by approved school organizations, those whose funds are managed by the Board.

School-level fundraisers must be approved by the Principal. The Principal may permit fundraising by approved school organizations, those whose funds are managed by the Board. The Board requires that fund-raisers by student clubs and organizations that involve the sale, to students, of food and/or beverage items that will be consumed on campus, the food and/or beverage items to be sold comply with the current USDA Dietary Guidelines for Americans and the Smart Snack Rules. Each student organization shall be permitted two (2) fund-raising exceptions per school year where foods and beverages that are not allowable under the Smart Snack Rules can be sold. If approved, fund-raisers that involve the sale, to students, of food items or beverages to be consumed on District property shall not compete directly with the sale of reimbursable meals and be tracked per DPI's Smart Snacks Tracking tool. Each exempt fund-raiser cannot be longer than two (2) consecutive weeks.

~~Fund-raising by approved school organizations, those whose funds are managed by the District, may be permitted in school by the Principal.~~

~~Fund-raising off school grounds may be permitted by the Superintendent.~~

Fund-raising by students on behalf of school-related organizations whose funds are not managed by the District may be permitted on school grounds by the Superintendent. If the fund-raising activity will involve students under the age twelve (12), such students' parents must provide written permission for the student to participate in the fund-raising activity. Any student under nine (9) years of age, or each group containing one (1) or more students under nine (9) years of age, must be physically accompanied by a parent or a person at least sixteen (16) years of age.

All funds raised must be deposited in accordance with Policy 6630 - Cash Handling and Deposits.

The fundraiser's donation and withdrawal reports must be filed with the Principal, verified against deposits, and retained for audits and routed to the District's Accounting Specialist for internal controls.

Crowdfunding activities aimed at raising funds for a specific classroom or school activity, including extra-curricular activity, or to obtain supplemental resources (e.g., supplies or equipment) that are not required to provide a free appropriate public education to any students in the classroom may be permitted, but only with the specific approval of the Superintendent.

~~All other fund raising shall be done in accordance with Board Policy 9700.~~

~~The Superintendent shall establish administrative guidelines for the solicitation of funds which shall:~~

- ~~A. specify the times and places in which funds may be collected;~~
- ~~B. describe permitted methods of solicitation which do not place undue pressure on students;~~
- ~~C. limit the kind and amount of advertising for solicitation;~~
- ~~D. ensure proper distribution or liquidation of monies remaining in a student activity account when the organization is defunct or disbanded;~~
- ~~E. limit the number of fund raising events.~~

All other fundraising shall be done in accordance with Board Policy 9700 - Relations with Non-School Affiliated Groups.

The Superintendent shall distribute this policy ~~and any administrative guidelines which implement it~~ to each organization granted permission to solicit funds.

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Revised 1/9/17

Revised 12/13/17

Revised 10/30/19

Revised 5/13/26

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Legal

Wis. Stat. 103.23

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Book	Policy Manual
Section	ASD - Special Update 11-25
Title	CROWDFUNDING
Code	po6605
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6605 - CROWDFUNDING

This policy applies to the use of any form of crowdfunding utilizing an online service or website-based platform for the financial benefit or gain of the District – be it a specific classroom, grade level, department, school, or curricular or extra-curricular activity.

For purposes of this policy, "crowdfunding" is defined as the solicitation of funds, supplies, or other resources from individuals and/or organizations to support identified specific activities, or projects, or programs that enhance the educational program or a specific cause approved by the District. The solicitation Crowdfunding is typically from a large number of individuals/organizations utilizing internet-based technologies.

Crowdfunding activities aimed at raising funds for a specific classroom or school activity, including extra-curricular activity, or to obtain supplemental resources (e.g., supplies or equipment) that are not required to provide a free, appropriate, public education to any students in the classroom may be permitted, but only with the specific approval of the Superintendent.

Such approved crowdfunding activities are authorized to use the District name, logo, mascot, or any other name or slogan that which would associate an activity with the District. Unauthorized use of District branding is strictly prohibited. (See Policy 9700.01 - Advertising and Commercial Activities)

All crowdfunding activities shall align with the financial, operational, and platform standards outlined in Board policies. The Principal shall be responsible for monitoring compliance with this policy, approving platforms, and reviewing activities for alignment with District goals. If a crowdfunding activity is found to be in non-compliance with any appropriate Board Policy, it will result in the immediate cessation of the crowdfunding activity and the Superintendent may prohibit future fundraising privileges.

All approved crowdfunding activities shall protect the privacy of students, children, and young adults in accordance with Board policies and applicable State and Federal law, including Family Education Rights and Privacy Act (FERPA) and Individuals with Disabilities Education Act (IDEIA).

All funds raised through approved crowdfunding activities shall be disbursed in accordance with Policy 6608 - Accountability and Oversight of Fundraiser and Crowdfunding Disbursement and all other applicable Board policies.

Materials, supplies, equipment, and other proceeds of the crowdfunding activity shall become the property of the District or school. Direct cash payments or equivalent payment to District-personnel is prohibited. All fiscal transactions shall comply with appropriate Board policies.

Approved crowdfunding activities must be conducted through a district-approved platform that meets the following standards:

- A. Systems and Organizational Controls (SOC 2) Type I Certification or equivalent standard recognized as best practice in the industry. (minimum):

The platform must demonstrate compliance with SOC 2 or equivalent standards, ensuring strong controls for security, availability, processing integrity, confidentiality, and privacy. Compliance with this standard guarantees that the platform adheres to industry-recognized best practices for safeguarding sensitive data and financial transactions.

- B. Low Fees: Platforms must not exceed a fifteen percent (15%) fee structure to ensure that the funds raised benefit the District maximally and minimize donor loss.

All crowdfunding activities are subject to and other applicable Board policies including, but not limited to, Policy 5830 - Student Fundraising.

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Revised 5/13/26

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Book	Policy Manual
Section	ASD - Special Update 11-25
Title	GIFTS, GRANTS, AND BEQUESTS
Code	po7230
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Adopted	June 9, 2008
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7230 - GIFTS, GRANTS, AND BEQUESTS

The Board is appreciative of public interest in and goodwill toward the schools manifested through gifts, grants, and bequests.

The Board shall not discriminate in the approval and administration of gifts, grants, and bequests on the basis of **any Protected Class consistent with Board Policy 2260 - Nondiscrimination and Access to Equal Educational Opportunity** ~~race, color, religion, national origin, ancestry, creed, pregnancy, marital status, parental status, sexual orientation, sex (including transgender status, change of sex, or gender identity), or physical, mental, emotional, or learning disability ("Protected Classes")~~. Complaints of discrimination in the acceptance or administration of gifts, grants, or bequests are governed by the complaint procedure outlined in Policy 2260 **- Nondiscrimination and Access to Equal Educational Opportunity**.

All gifts or bequests having a **combined** value of more than \$5,000 ~~that are approved by the Board will~~ **shall be accepted by the Board** ~~the acknowledged at a Board meeting~~. The Superintendent may accept for the Board, gifts or bequests of lesser value ~~on the Board's behalf~~.

The Board shall provide written acknowledgment to the donor of any accepted cash donation of \$250 or more and any non-cash donation the value of which is \$250 or more. Such acknowledgment shall include the amount of cash or a description of any non-cash donation along with a good faith estimate of the value of such non-cash donation.

The Board shall provide upon request any donor with appropriate tax forms in compliance with the requirements of the Internal Revenue Code.

Gifts, grants, and bequests shall become the property of the Board and will be subject to use by the District as determined by the policies applying to all properties, equipment, materials, and funds owned by the Board, ~~subject to the Board's effort to comply with any specific wishes of the donor~~. **The title of all gifts shall be in the name of the Board.**

Any equipment with a value of \$5,000 or more proposed to be purchased by a parent organization or non-District entity for use in the school, on District property, or at a District-related event shall be submitted to the Superintendent for analysis prior to the purchase and recommendation to the Board for consideration of approval.

The Board reserves the right to ~~refuse to not~~ accept **such liability** and thus prohibit the use of the equipment by students or District employees during any District-sponsored activity or on any property owned, leased, or used by the District. **The Board is under no obligation to replace a gift or memorial if it is lost, stolen, destroyed, or becomes unserviceable.**

All gifts to employees shall be consistent with the Board's adopted policy regarding employee ethics or gifts to an individual employee.

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Revised 3/17/21
Revised 5/13/26

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Legal	118.13 Wis. Stats.
	118.27, Wis. Stats.
	I.R.C. 170(f)(8)
	I.R.C. 170(f)(12)
	Title VI, Civil Rights Act of 1964
	Title IX, Education Amendments of 1972
	Section 504, Rehabilitation Act of 1973
	Americans with Disabilities Act

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Book	Policy Manual
Section	Board Approved 5-13-26
Title	DIGITAL CONTENT AND ACCESSIBILITY
Code	po7540.02
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Adopted	June 9, 2008
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7540.02 - ~~DISTRICT WEB PAGE~~**DIGITAL CONTENT AND ACCESSIBILITY**

~~The Board of Education authorizes staff members and students to create web pages/sites that will be hosted on the Board's servers and published on the Internet. The web pages/sites must reflect the professional image of the District, its employees, and students. The content of all pages must be consistent with the Board's Mission Statement and staff created web pages/sites are subject to prior review and approval of the District Administrator. Student created web pages/sites are subject to Policy 5722—School Sponsored Publications and Production. The creation of web pages/sites must be done under the supervision of a professional staff member.~~

~~The purpose of web pages/sites hosted on the Board's servers is to educate, inform, and communicate. The following criteria shall be used to guide the development of such web pages/sites:~~

A. Educate

~~Content provided in the web site should be suitable for and usable by students and teachers to support the curriculum and the Board's Objectives as listed in the Board's Strategic Plan.~~

B. Inform

~~Content may inform the community about the school, teachers, students, or departments, including information about curriculum, events, class projects, student activities, and departmental policies.~~

C. Communicate

~~Content may provide an avenue to communicate with the community.~~

~~The information contained on the Board's web site should reflect and support the Board's Mission Statement, Educational Philosophy, and the School Improvement Process.~~

~~When the content includes a photograph or information relating to a student, the Board will abide by the provisions of Policy 8330—Student Records.~~

~~All links included on web pages must also meet the above criteria and comply with State and Federal law (e.g. copyright law, Children's Internet Protection Act, ADA, Children's Online Privacy Protection Act (COPPA)). Nothing in this paragraph shall prevent the District from linking the Board's web site to (1) recognized news/media outlets (e.g., local newspapers' web sites, local television stations' web sites) or (2) to web sites that are developed and hosted by outside commercial vendors pursuant to a contract with the Board. The Board recognizes that such third party web sites may contain age-appropriate advertisements that are consistent with the requirements of Policy 9700.01, AG 9700B, and State and Federal law.~~

Under no circumstances is a web site to be used for commercial purposes, advertising, political lobbying, or to provide financial gains for any individual. Included in this prohibition is the fact no web pages contained on the District's web site may: (1) include statements or other items that support or oppose a candidate for public office, the investigation, prosecution or recall of a public official, or passage of a tax levy or bond issue; (2) link to a web site of another organization if the other web site includes such a message; or (3) communicate information that supports or opposes any labor organization or any action by, on behalf of, or against any labor organization. Nothing in this paragraph shall prevent the Board from linking on the District's web site to recognized news/media outlets (e.g., local newspapers' web sites, local television stations' web sites).

Pages should reflect an understanding that both internal and external audiences will be viewing the information.

District and school web sites must be located on Board affiliated servers. Social media sites will be housed on the online social media providers' sites and any District or school social media sites will be in accordance with the rules and regulations of the online provider and appropriate public records will be kept. (See also Policy 8330—Student Records, Policy 8310—Public Records)

The Superintendent/designee shall prepare administrative guidelines defining the standards.

The Board retains all proprietary rights to the design of web sites and/or pages that are hosted on the Board's servers, absent written agreement to the contrary.

The Board seeks to promote the learning environment and incorporate modern technology into the education process. Some classwork may include a component requiring a student or group of students to post their work online or develop an online resource based on their work. Posting student created classwork will not include assessments or evaluations such as grades and teacher comments. Posting of student end products, such as drawings, photos and essays, requires parent or guardian permission unless the end product has been submitted through a contest and the contest rules state entries may be posted online. Posting of student end products cannot include assessments or evaluations such as grades and teacher comments.

A. Creating Digital Content

The Board authorizes staff members and students to create content for the District's website and District-approved/affiliated apps and services (see Bylaw 0100 - Definitions) ("digital content").

District-generated and school-related digital content must comply with applicable State and Federal laws (e.g., copyright laws, Children's Internet Protection Act (CIPA), Section 504 of the Rehabilitation Act of 1973 (Section 504), Americans with Disabilities Act (ADA), Student Online Personal Protection Act (SOPPA), and Children's Online Privacy Protection Act (COPPA)) and reflect the professional image/brand of the District, its employees, and students. District-generated digital content must be consistent with the Board's Mission Statement and is subject to prior review and approval of the Superintendent before being published on the District's website or District-approved/affiliated apps/services.

School-related student-created content for the Board's website or District-approved/affiliated apps/services are subject to Policy 5722 - School-Sponsored Publications and Productions.

Creation of school-related content by students for the Board's website or District-approved/affiliated apps/services must be done under the supervision of a District staff member.

B. Purpose of Digital Content

The purpose of digital content covered by this policy is to educate, inform, and communicate. The following criteria shall guide the development of District-generated digital content:

1. Educate

Digital content should be suitable for and usable by students and teachers to support the curriculum and the Board's Objectives as listed in the Board's Strategic Plan.

2. Inform

Digital content may inform the community about the school, teachers, students, or departments, including information about curriculum, events, class projects, student activities, and departmental policies.

3. Communicate

Digital content may communicate information about the plans, policies, and operations of the District to members of the public and other persons who may be interested in and/or affected by District matters.

The information published on the Board's website and District-approved/affiliated apps/services should reflect and support the Board's Mission Statement, Educational Philosophy, and School Improvement Process.

When the digital content includes a photograph or personally identifiable information relating to a student, the Board will abide by the provisions of Policy 8330 - Student Records.

Under no circumstances is District-generated digital content to be used for commercial purposes, advertising, political lobbying, or to provide financial gains for any individual. Included in this prohibition is the fact that no digital content published on the District's website or District-approved/affiliated apps/services may:

1. include statements or other items that support or oppose a candidate for public office, the investigation, prosecution, or recall of a public official, or passage of a tax levy or bond issue;
2. link to a website of another organization if the other website includes such a message; or
3. communicate information that supports or opposes any labor organization or any action by, on behalf of, or against any labor organization.

Under no circumstances shall a staff member post on their personal web pages/websites or private digital accounts (i.e., non-District-approved/affiliated apps/services) student progress reports, grades, class assignments, or any other similar class-related material. Employees are required to use the Board's website or District-approved/affiliated apps/services (e.g., Powerschool) for the purpose of conveying information to students and/or parents.

Staff members are prohibited from requiring students to go to the staff member's personal web pages/websites and/or private digital accounts (i.e., non-District-approved/affiliated apps/services) (including, but not limited to, the staff member's personal accounts on Facebook, Instagram, Pinterest, YouTube Channel(s), or TikTok sites) to check grades, obtain class assignments and/or class-related materials, and/or to turn in assignments.

If a staff member creates digital content related to their class, it must be hosted on the Board's website or a District-approved app/service.

The Board's website, including school-specific websites, shall be generally open/available to the public unless specific digital content is unique to a specific child and/or includes student personally identifiable information, in which case the information must be password-protected or access to it must be otherwise restricted. When digital content involving student personally identifiable information or information concerning coursework, particularly a specific student's classes/assignments, is password-protected/access is otherwise restricted, the student's parent(s)/guardian(s) will continue to have access to that digital content.

Digital content published on the Board's website should reflect an understanding that both internal and external audiences will be viewing the information.

The Board retains all proprietary rights related to the design of and content for its website(s) and any apps/services it operates and/or is affiliated with, absent written agreement to the contrary.

In order for a student's school work (i.e., work that is created in or for a class or as part of a school-sponsored extracurricular activity) to be displayed on the Board's website, the student (who is eighteen (18) years of age or older) or the student's parent (if the student is seventeen (17) years of age or younger) must provide written permission and expressly license its display without cost to the Board.

Likewise, prior written permission from a student (who is eighteen (18) years of age or older) or the student's parent (if the student is seventeen (17) years of age or younger) is necessary for a student to be identified by name on the Board's website.

C. Accessibility of Web Content and Mobile Apps

The District is committed to providing persons with disabilities an opportunity equal to that of persons without disabilities to participate in the District's programs, benefits, and services, including those delivered through electronic and information technology, except where doing so would impose an undue burden or create a fundamental alteration. The District is further committed to ensuring persons with disabilities are able to acquire the same information, engage in the same interactions, and enjoy the same benefits and services within the same timeframe as persons without a disability, with substantially equivalent ease of use; that they are not excluded from participation in, denied the benefits of, or otherwise subjected to discrimination in any District programs, services, and activities delivered online through the web or a mobile app, as required by Section 504 and Title II of the ADA and their implementing regulations; and that they receive effective communication of the District's programs, services, and activities delivered in-person or online.

This policy reflects the Board's commitment and intention to comply with the requirements of Section 504 of the Rehabilitation Act of 1973, 29 U.S.C. Section 794, 34 C.F.R. Part 104, Title II of the Americans With Disabilities Act of 1990, 42 U.S.C. Section 12131, and 28 C.F.R. Part 35 in all respects. For purposes of this policy, "web content" means the "information and sensory experience to be communicated to the user by means of a user agent, including code or markup that defines the content's structure, presentation, and interactions." Examples of web content include text, images, sounds, videos, controls, animations, and conventional electronic documents (e.g., web content or content in mobile apps in the following electronic file formats: portable document formats (PDF), word processor file formats, presentation file formats, and spreadsheet file formats). Additionally, "mobile applications" ("mobile apps") means "software applications that are downloaded and designed to run on mobile devices, such as smartphones and tablets."

1. Technical Standards

Web content and mobile apps that the District provides and/or makes available, directly or through contractual, licensing or other arrangements, shall comply with the World Wide Web Consortium's Web Content Accessibility Guidelines (WCAG) 2.1, Level AA standards, unless the Board can demonstrate that such compliance would result in a fundamental alteration in the nature of its programs, services, or activities, or an undue financial and administrative burden.

Notwithstanding the preceding, Federal regulations provide for the following content types to have limited exceptions to the WCAG 2.1, Level AA requirements:

- a. archived web content (provided all four (4) Federal criteria in 28 C.F.R. 35.104 are met);
- b. certain preexisting conventional electronic documents (with specific restrictions);
- c. third party content that is not created pursuant to a contract, license, or other arrangement between the Board and a third party;
- d. password-protected or otherwise secured documents pertaining to a specific student, their property, or their account; and
- e. preexisting social media posts.

Even when the preceding exceptions apply, the District, however, will still provide effective communication and reasonable modifications in accordance with the ADA.

Content maintained for any purpose other than reference, research, or recordkeeping does not qualify as one of the listed exceptions above, regardless of the date it was created. If the content is labeled "archived" or stored in an area clearly identified as being "archived" it still has not risen to the level required to fall into an exception.

When a person with a disability cannot access District-generated or -affiliated web content or mobile apps that meet WCAG 2.1, Level AA standards, the District will: (1) provide alternate means of access to the same information and functionality; (2) make reasonable modifications to policies, practices, or procedures; (3) ensure effective communication through appropriate auxiliary aids and services; and (4) respond to accommodation requests within 10 business days. Such accommodations may include: (a) alternative document formats (large print, Braille, audio); (b) telephone or in-person assistance for online services; and/or (c) email or mail delivery of information typically accessed online.

2. Digital Accessibility Coordinator

The Board designates its Section 504/ADA Compliance Coordinator(s) as the District's Digital Accessibility Coordinator(s). That individual is responsible for coordinating and implementing this policy. See Board Policy 2260.01 for the Section 504/ADA Compliance Coordinator(s)' contact information.

3. Third Party Content

Links included on the Board's website(s) and District-approved/affiliated mobile apps that pertain to its programs, activities, and/or services must also meet the above criteria and comply with State and Federal law (e.g. copyright laws, CIPA, Section 504, ADA, SOPPA, and COPPA). The District's Digital Accessibility Coordinator(s) or designee(s) will vet online content available on the Board's website and through District-approved/affiliated mobile apps that are related to the District's programs, activities, and/or services for compliance with this criteria for all new content published on the District's website and mobile apps after adoption of this policy.

Content posted by third parties (e.g., members of the public) on District platforms is exempt from the WCAG 2.1, Level AA requirements unless the third party is posting due to contractual, licensing, or other arrangements with the District. Those platforms, however, along with content posted by the District staff or contractors, must be fully compliant. **[DRAFTING NOTE: The District cannot contract with a third party to host the District's website, social media content, and mobile apps to avoid the District's obligations to comply with WCAG 2.1, Level AA. The third party exception only applies to content posted by an unaffiliated third party (e.g., a post by a community member on a District's social media page).]**

Additionally, nothing herein shall prevent the District from including links on its website(s) and apps/services to:

- a. recognized news/media outlets (e.g., local newspapers' websites, local television stations' websites), or
- b. websites, services, and/or apps that are developed and hosted by outside vendors or organizations that are not part of the District's program, benefits, or services.

The Board recognizes that such third party websites must contain age-appropriate advertisements that are consistent with the requirements of Policy 9700.01 and State and Federal law.

4. Regular Audits

The District will, under the direction of the Digital Accessibility Coordinator(s) or designee(s), at regular intervals, audit the District's digital content to ensure it meets the required technical standards.

This audit will occur no less than once every two (2) years. If problems are identified through the audit, such problems will be documented, evaluated, and if necessary, remediated within a reasonable period.

5. Reporting Concerns or Possible Violations

If a person accessing the District's web content and/or District-approved/affiliated mobile apps (e.g., a student, prospective student, employee, guest, or visitor) ("user") believes that specific web content and/or a mobile app has violated the WCAG 2.1, Level AA standards, the user may contact the Digital Accessibility Coordinator with any accessibility concerns. The user may also file a formal complaint utilizing the procedures set out in Board Policy 2260.01 relating to Section 504 and Title II.

D. Instructional Use of Apps/Services

A teacher who elects to supplement and enhance student learning through the use of apps/services is responsible for verifying/certifying to the Information Technology Coordinator that the app/service has a FERPA-compliant privacy policy, and it complies with all requirements of the COPPA, CIPA, and Section 504/ADA, including the WCAG 2.1, Level AA accessibility standards.

The Board further requires the use of a Board-issued e-mail address in the login process for District-approved/affiliated apps/services.

E. Training

The District will provide periodic training for its employees who 1) create web content, documents, or multimedia materials, 2) manage the Board's website and digital services, 3) select and contract with technology vendors, and 4) work on online communications.

The training should cover this Policy and responsibilities associated with the specified staff members' roles related to the implementation of this policy and ensuring the District's digital content is appropriate and accessible.

F. One-Way Communication Using the District Website and/or District-Approved/Affiliated Apps/Services

The Board approves the use of its website and District-approved/affiliated apps/services to promote school activities and inform stakeholders and the general public about District news and operations.

Such communications constitute public records that will be archived.

When the Board or Superintendent designates communications distributed via the District's website and/or District-approved/affiliated apps/services to be one-way communication, public comments are not solicited or desired, and the website or app/service is to be considered a nonpublic forum.

If the District uses an app/service that does not allow the District to block or deactivate public comments, the District's use of that app/service will be subject to Policy 7544 – Use of Social Media unless the District is able to automatically withhold all public comments.

If unsolicited public comments can be automatically withheld, the District will retain the comments in accordance with its adopted record retention schedule, but it will not review or consider those comments.

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Book	Policy Manual
Section	Board Approved 5-13-26
Title	ARTIFICIAL INTELLIGENCE (AI)
Code	po7540.08
Status	

7540.08 - **ARTIFICIAL INTELLIGENCE (AI)**

The Board acknowledges the positive impact and transformative potential of Artificial Intelligence (AI) in education and operations, emphasizing a balanced, people-centered approach. It supports the responsible and innovative use of AI in classrooms and professional settings, with the understanding that AI should enhance human interaction and instruction, not replace it, and all AI-driven decisions require human review. The Superintendent is authorized to support the use of artificial intelligence technology when its use is consistent with the District's mission, goals, and operational integrity. The Superintendent is responsible for overseeing and ensuring compliance of this policy.

Definitions

For purposes of this policy, the following definitions apply:

Artificial Intelligence (AI)

AI refers to systems or tools capable of performing tasks that typically require human intelligence including, but not limited to, decision-making, problem-solving, and language understanding. AI is computer code that can resemble human intelligence to complete a given task (e.g., problem-solving, planning, etc.). It involves developing algorithms and systems that can perceive, reason, learn, and make decisions based on data made available to the AI tool.

Generative AI

A subset of AI that uses large language models (LLMs) and other advanced algorithms to create content, such as text, images, audio, or video, in response to user input.

Generative AI works by analyzing large datasets to learn patterns and features, which it then uses to generate new, original content. It uses complex algorithms, often based on neural networks, to make predictions based on the input data it has processed; thereby enabling it to create a wide range of outputs, from text and images to music and code, that mimic the style or characteristics of the data on which it was trained.

At its core, generative AI predicts the flows of language. Trained on massive amounts of text taken from publicly available internet sources to recognize the relationships that most commonly exist between individual units of meaning (including full or partial words, phrases, and sentences), LLMs can, with great frequency, generate replies to users' prompts that are contextually appropriate, linguistically facile, and factually correct.

Natural Language Processing (NLP)

A field of artificial intelligence that focuses on enabling computers to understand, interpret, and respond to human language in a meaningful way. Examples of NLP include, but are not limited to, Grammarly, GPT-Based APIs, Google Cloud Natural Language AI, Microsoft Azure Text Analytics, IBM Watson NLP, Amazon Comprehend, etc.

Large Language Model (LLM)

A sophisticated AI system trained on extensive text data to process and produce language; recognize patterns, grammar, and nuances. It can perform tasks like text generation, question answering, and language translation.

Algorithm

A set of rules or instructions guiding AI operations and decision-making.

Personally Identifiable Data/Personal Data

Refers to any information that can directly or indirectly identify an individual including, but not limited to, names, addresses, student records, and health information.

Proprietary Information/Data

Refers to a broad category of non-public, sensitive, or confidential data belonging to the District, its staff, or its operations. This information is considered the District's. This information is generally protected from unauthorized disclosure or use.

Open AI ("Open-Source AI")

Definition: AI models where the developers openly share the model's architecture, underlying code, and often the "weights" (the learned parameters of the model), and sometimes the training data. Open AI models accessed publicly present a high risk of data release, as data input is often used for AI tool training and can be publicly available. Open AI models may require the District to implement and manage its own wrapper or filtering layer. As a result, it is not recommended that Open AI tools/applications are used in districts due to the high potential of violating Federal and State laws. Open-Source AI also produces less reliable content, because it is accessing a pool of data that is not universally verified as accurate.

Closed AI ("Closed-Source/Proprietary AI")

Definition: AI models where the developers obscure or protect the model's architecture, underlying code, training data, and weights. Users interact with the model via a restricted service. Closed AI may offer better, contractually-guaranteed data security (e.g., "enterprise" versions), but its "black box" nature still requires a formal audit and contract. Closed AI developers typically manage these filters internally. Closed-Source or Proprietary AI produces more reliable results because it is accessing data sources that are controlled and can be verified as accurate.

Any use of artificial intelligence technology in the District's educational program or operations must be in accordance with State and Federal law as well as Board policies.

General Principles

A. Transparency

Users of AI tools must disclose when and how these tools have been employed in the creation of academic or professional work.

B. Ethical Use

District employees who use AI technologies must do so in ways consistent with institutional values, privacy standards, Family Educational Rights and Privacy Act (FERPA), Individual with Disabilities Education Act (IDEA), copyright laws, and ethical principles, honesty, trustworthiness, and personal dignity of both employees and students.

C. Content Responsibility

District employees who use AI technologies are responsible for the content created by that AI tool.

Evaluation and Approval

Before adopting any AI tool or system, the District will conduct a comprehensive risk assessment — evaluating data sources (including use of student Personally Identifiable Information), decision-making impacts on students, potential bias or disparate impact, and vendor compliance with privacy, security, and data retention laws — and ensure all contracts include clear legal, ethical, and technical safeguards aligned with FERPA, IDEA, COPPA, PPRA, Wisconsin statutes, and District policies. AI systems must be reviewed to ensure they are nondiscriminatory, fully accessible, and do not compromise the rights or individualized support of students, particularly those protected under federal and state civil rights laws.

AI Tool Selection

The District approves the use of Closed AI tools only, that have been carefully reviewed, evaluated and approved by the Director of Curriculum and Instruction for students and staff use.

Transparency

The District is committed to transparency and accountability in AI use by informing teachers, students, and parents when AI influences decisions, clearly explaining how it works and what data it uses, assigning oversight to the Director of Curriculum and Instruction, and conducting regular audits to evaluate accuracy, fairness, and impact on equity and student rights. The District will maintain a public AI Tool Inventory that lists every approved AI tool and includes a summary of its data-handling and privacy features.

Vendor Vetting & Contracts

All AI tools used by the district must undergo a formal risk assessment by the IT/Legal department to review their Terms of Service and data handling practices to ensure compliance with all Federal and State privacy laws. The District prohibits the input by any user of any student information, staff information, or confidential district data into any AI tool that does not have a formal, vetted contract guaranteeing data privacy and non-use for training.

Employee Use of AI

Employees may integrate AI tools into their instruction at their discretion and should clearly define the parameters for AI usage in the classroom by students using District-approved AI applications/tools.

When using AI to create instructional materials, assessments, or feedback, employees shall maintain transparency by disclosing the role of AI in these processes. Employees must review and verify the accuracy and appropriateness of any AI-generated content.

Employees shall not input sensitive, confidential, personally identifiable, or proprietary information about students, colleagues, or institutional operations into AI systems that lack safeguards and policies to protect such data from being used in their training models, and if such information will be entered into an AI system, employees shall seek the approval of their Principal before doing so.

Using AI detection software to enforce academic integrity should be done in accordance with the knowledge that this software is not foolproof and that the disruptive nature of AI technologies in education can lead to considerable confusion regarding expectations for AI use. Employees should use AI-detection ethically and as the starting point of an inquiry into a possible violation of academic integrity rather than as a definitive indication of student dishonesty. Employees must also disclose the use of AI software in course curricula.

Employees may use AI tools to enhance workflows, such as drafting communications, analyzing data, or developing reports, provided the outputs are verified for accuracy and compliance with State and Board policies. The use of AI tools for such purposes should be disclosed when disseminating AI output.

Student Use of AI

Students shall receive age-appropriate instruction about responsible AI use, digital citizenship, privacy, and the risks/limitations of AI prior to using AI.

Students are expected to develop their own knowledge, skills, and understanding of course material rather than relying solely on AI tools and they should ask their teacher(s) when they have questions and/or need assistance.

Students may use AI tools for academic purposes when specifically and clearly permitted by their teacher(s). The use of AI must be properly disclosed and cited in accordance with the established guidelines and not be employed to undermine authentic learning or learning objectives for the course or assignment.

If a student has any questions about whether they are permitted to use AI tools for a specific class assignment, they should ask their teacher(s).

Unauthorized use of AI tools will be considered a form of plagiarism, unauthorized collaboration, or misrepresentation of AI-generated content as original work and any student found using these tools without permission or in a prohibited manner will be disciplined in accordance with the Student Handbook or Policy 5500 – Student Code of Conduct and Policy 5505 – Academic Honesty.

Academic Accessibility

AI tools can be utilized to assist students with disabilities in accessing and understanding written materials. For example, text-to-speech software can help students with specific learning disabilities, visual impairments, or other disabilities in reading texts, and AI-powered translation tools can help students with hearing impairments understand spoken language (e.g., create transcripts or provide closed-captioning for spoken material). Specific use of AI technologies beyond universal application for students with disabilities is best addressed in each student's Individual Education Plan (IEP).

Employee Training

Employees will receive training periodically to ensure adherence to this and other related policies, data privacy, student records, and allowable/approved AI tools in the District.

Non-Academic Use of AI

Students and staff are prohibited in the use of AI from generating false or knowingly misleading representations of other students, staff, volunteers, or Board members that are reasonably interpreted as derogatory, threatening, or otherwise objectionable to a reasonable person, including by way of AI generated or manipulated visual or verbal depictions of any such individual, or the distribution of such depictions through any means, for example via social media, regardless of whether the distributor created the depictions themselves.

Enforcement

Violation of this policy may result in disciplinary consequences. Students may be disciplined for violations, up to and including suspension or expulsion. Staff may be disciplined for violations, up to and including suspension or termination of employment. The Superintendent will refer any illegal acts to law enforcement.

Questions or Concerns

Staff, parents, or members of the public who have questions or concerns regarding this policy or the use of AI in the District should contact the Superintendent.

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Book	Policy Manual
Section	ASD - Special Update 11-25
Title	DISTRICT-SUPPORT ORGANIZATIONS
Code	po9211
Status	
Adopted	November 8, 2023

~~9211~~ **DISTRICT-SUPPORT ORGANIZATIONS**

~~The Board appreciates the efforts of all organizations whose objectives are to enhance the educational experiences of District students, to help meet educational needs of students, and/or provide extra educational benefits not provided for, at the time, by the Board.~~

~~The Board recognizes that parent teacher organizations and other school related community organizations are channels through which school personnel, parents, and other citizens may discuss educational concerns, problems, and needs and work together toward solutions. The Superintendent is authorized to provide support and assistance as appropriate upon the request of such an organization.~~

~~The Board encourages parents and District staff to participate in such organizations.~~

~~The Superintendent shall:~~

- ~~A. review the objectives of each volunteer group to determine that relevant educational needs are being addressed;~~
- ~~B. communicate school and/or District needs and concerns to the volunteer groups and those of the groups to the Board;~~
- ~~C. approve in District fund raising activities of a volunteer group as well as fund raising activities held off premises which involve students and require that for any fundraisers by District support organizations that involve the sale to students of food items and/or beverages that will be consumed on campus, the food and/or beverages items to be sold comply with the current USDA Dietary Guidelines for Americans and Smart Snack Rules;~~
- ~~D. establish and maintain procedures related to proposed monetary and other gifts to the District that will provide for proper screening, acceptance, acknowledgement, and use, consistent with accounting procedures established by the State.~~

~~Any organization described in this policy must obtain advance written permission from the Building Principal or Superintendent before using any of the District's name, logos or District/school slogans for the purpose of describing or promoting the organization or any activity of the organization.~~

~~Each volunteer organization that intends to work within the school setting may only do so in cooperation with the Principal and other staff members, including for such activities as fundraisers, meetings, and the like.~~

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Book	Policy Manual
Section	ASD - Special Update 11-25
Title	Renumbered/Replaced - SCHOOL SUPPORT ORGANIZATIONS (SSO)
Code	po9215
Status	

Renum./Replacement - Spec. Upd. - School Support Organizations

~~9211~~9215 - ~~DISTRICT SUPPORT ORGANIZATIONS~~SCHOOL SUPPORT ORGANIZATIONS (SSO)

~~The Board appreciates the efforts of all organizations whose objectives are to enhance the educational experiences of District students, to help meet educational needs of students, and/or provide extra educational benefits not provided for, at the time, by the Board.~~

~~The Board recognizes that parent teacher organizations and other school related community organizations are channels through which school personnel, parents, and other citizens may discuss educational concerns, problems, and needs and work together toward solutions. The Superintendent is authorized to provide support and assistance as appropriate upon the request of such an organization.~~

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- ~~C. approve in District fund raising activities of a volunteer group as well as fund raising activities held off premises which involve students and require that for any fundraisers by District support organizations that involve the sale to students of food items and/or beverages that will be consumed on campus, the food and/or beverages items to be sold comply with the current USDA Dietary Guidelines for Americans and Smart Snack Rules;~~
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~~Any organization described in this policy must obtain advance written permission from the Building Principal or Superintendent before using any of the District's name, logos or District/school slogans for the purpose of describing or promoting the organization or any activity of the organization.~~

~~Each volunteer organization that intends to work within the school setting may only do so in cooperation with the Principal and other staff members, including for such activities as fundraisers, meetings, and the like.~~

The Board believes that school support organizations (SSOs) provide invaluable assistance to the students of this District and its programs and appreciates the efforts of all organizations whose objectives are to enhance the educational experiences of District students, to help meet educational needs of students, and/or provide extra educational benefits not provided for, at the time, by the Board. The Board encourages parents and staff to participate in such organizations.

Definitions

For purposes of this policy, the following terms are defined as follows:

SSOs: include the following: Booster Club, Foundation, Parent Teacher Association (PTA), Parent Teacher Organization (PTO), Parent Teacher Support Association, or any other nongovernmental organization or group of persons whose primary purpose is to support a District, school, school club, or academic, arts, athletic or social activities related to a school, that collects or receives money, materials, property or securities from students, parents or members of the general public.

A group of people who merely request that students, parents, or members of the general public make donations to a District, school, school club, or academic, arts, athletic or social activity related to a school or assist in the raising of funds for a specified purpose under the sponsorship of a school employee where the funds are turned over to the school to be used for the specific purpose for which the funds were raised, shall not be considered a SSO.

Donation: Any gift or contribution of money, materials, property or securities from any nongovernmental source received by a school official or employee for the benefit of a District, school, school club, or academic, arts, athletic or social activity related to a school.

Internal School Funds: Any and all money received and accounted for at individual schools by school administration, and specifically include, but are not limited to: (a) Any donation or grant made to the school, a school club, or any academic, arts, athletic or social activity related to a school; (b) Funds for cafeteria services operated at the school; (c) Fees collected by the school; (d) Funds transferred to the local school from the school board that are to be accounted for at the local school level; (e) Funds raised through cooperative agreements with outside organizations; (f) Rental fees charged outside entities for use of school facilities; and (g) Student activity funds.

The Principal is authorized to provide support and assistance as appropriate upon the request of such an organization.

Prior Approval Process

Before the SSO may begin soliciting, raising, or collecting money, materials, property, or securities to support a District, school, school club or any academic, arts, athletic or social activity or event related to a school, the SSO shall submit documentation to the District, that at a minimum, documents the following:

- A. The SSO's status as a nonprofit organization, foundation or a chartered member of a nonprofit organization or foundation; provided, however, that nothing in this section shall require that the organization be a 501(c)(3) organization under the Internal Revenue Code, codified in 26 U.S.C. 501(c)(3);
- B. The goals and objectives of the SSO; and
- C. The telephone number, address and position of each officer of the organization.

Recordkeeping Requirements

All SSOs shall maintain, at a minimum, the following:

- A. detailed statements of receipts and disbursements;
- B. minutes of any meetings; and
- C. a copy of its charter, bylaws, and documentation of its recognition as a nonprofit organization.

Upon request, the SSO shall provide to the District, or any authorized and appropriate Auditor, access to all books, records, and bank account information for the organization.

SSO Officer Responsibilities

The SSO officers shall be responsible for the following:

- A. safeguarding the SSO funds;
- B. assuring that the funds are spent only for purposes related to the goals and objectives of the SSO; and
- C. adopting and maintaining appropriate written policies for the SSO specifying reasonable procedures for accounting, controlling, and safeguarding any money, materials, property, or securities collected or disbursed by it.

Nondiscrimination

SSOs shall allow participation by parents, staff, and community members. All meetings should be communicated to the District and/or school and be open to the public. SSOs shall not discriminate on the basis of a class of individuals protected by State and/or Federal law (collectively "protected classes").

Persons shall not be excluded from participation in SSOs based upon the extent or level of their past participation.

Other Rules and Procedures

The following additional rules and procedures shall govern the working relationships between the Board, staff, and any approved SSO. The Board may revoke formal recognition and suspend fundraising privileges of any SSO that fails to comply with these rules:

- A. The Board relies upon approved SSOs to operate in a manner consistent with public expectations for the schools and reserves the right to withdraw sponsorship from any outside support organization that violates the bounds of community taste.
- B. Membership should be available to staff, as appropriate, and members of the community in addition to parents.
- C. SSOs shall work in cooperation with the Principal and other staff members and shall abide by the policies of the Board. It shall be the responsibility of each outside support organization to monitor its activities to assure compliance with Board policy.
- D. SSOs are encouraged to set goals that are consistent with those of the particular programs, activities or sports being supported as articulated by the coach/advisor and/or athletic director of such program, activity or sport, to avoid duplication of effort and to maximize the benefit to the organization or group.
- E. SSOs must abide by the policies and procedures established for the use of Board facilities and grounds. Projects that require any modification or alteration to Board property must be pre-approved by the Superintendent.

Revised 5/13/26

118.13 Wis. Stats.

118.27 Wis. Stats.

I.R.C. 170(f)(8)

I.R.C. 170(f)(12)

Title VI, Civil Rights Act of 1964

Title IX, Education Amendments of 1972

Section 504, Rehabilitation Act of 1973

Americans with Disabilities Act

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118.13 Wis. Stats.

118.27 Wis. Stats.

I.R.C. 170(f)(8)

I.R.C. 170(f)(12)

Title VI, Civil Rights Act of 1964

Title IX, Education Amendments of 1972

Section 504, Rehabilitation Act of 1973

Americans with Disabilities Act

Last Modified by Jennifer Bower on March 11, 2026



Book	Policy Manual
Section	ASD - Special Update 11-25
Title	ADVERTISING AND COMMERCIAL ACTIVITIES
Code	po9700.01
Status	
Adopted	June 9, 2008
Last Revised	February 12, 2025

9700.01 - **ADVERTISING AND COMMERCIAL ACTIVITIES**

This policy provides guidance for the appropriate and inappropriate use of advertising or promotion of commercial products or services to the students and parents in the school.

"Advertising" comes in many different categories and forums and is defined as an oral, written or graphic statement made by the producer, manufacturer, or seller of products, equipment, or services which calls for the public's attention to arouse a desire to buy, use or patronize the product, equipment, or services. This includes the visible promotion of product logos for other than identification purposes. Brand names, trademarks, logos or tags for product or service identification purposes are not considered advertising.

The Board may permit paid commercial advertising in school district facilities or on school district property in the following categories or forums in accordance with the parameters set forth herein:

A. Product Sales:

1. product sales benefiting a district, school or student activity (e.g., the sale of beverages or food within schools);
2. fund-raising activities (e.g., short-term sales of gift wrap, cookies, candy, etc.) to benefit a specific student population, club or activity where the school receives a share of the profits.

B. Direct Advertising/Appropriation of Space:

1. signage and billboards in schools and school facilities;
2. corporate logos or brand names on school equipment (e.g., marquees, message boards or scoreboards);
3. ads in school publications (newspapers and yearbooks and event programs);
4. media-based electronic advertising (e.g., Channel One or Internet or web-based sponsorship).

C. Indirect Advertising:

1. The Board approves the use of instructional materials developed by commercial organizations such as films and videos only if the education value of the materials outweighs their commercial nature.

2. The films or material shall be carefully evaluated by the school principal for classroom use to determine whether the films or materials contain undesirable propaganda and to determine whether the materials are in compliance with the guidelines as set forth above.

No advertising may use the name, logo, mascot, or any other name which would associate an activity with the District without the specific written permission of the Superintendent. It is further the policy of the Board that its name, students, staff members and District facilities shall not be used for any commercial advertising or otherwise promoting the interests of any commercial, political, nonprofit or other non-school agency or organization, public or private, without the specific written permission of the Superintendent.

Any commercial advertising shall be structured in accordance with the General Advertising Guidelines set forth below.

General Advertising Guidelines

The following guidelines shall be followed with respect to any form of advertising on school grounds:

- A. When working together, schools and businesses must protect educational values. All commercial or corporate involvement should be consistent with the District's educational standards and goals.
- B. Any advertising that may become a permanent or semi-permanent part of a school requires prior approval of the Board.
- C. The Board reserves the right to consider requests for advertising in the schools on a case-by-case basis.
- D. No advertisement shall promote or contain references to alcohol, tobacco, drugs, drug paraphernalia, weapons, or lewd, vulgar, obscene, pornographic or illegal materials or activities, gambling, violence, hatred, sexual conduct or sexually explicit material, X or R rated movies, or gambling aids.
- E. No advertisement shall promote any specific religion or religious, ethnic or racial group, political candidate or political ideology, or ballot issue and shall be non-proselytizing.
- F. No advertisement may contain libelous material.
- G. No advertisement may be approved which would tend to create a substantial disruption in the school environment or inhibit the functioning of any school.
- H. No advertisement shall be false, misleading or deceptive.
- I. Each advertisement must be reviewed in advance for age appropriateness.
- J. Advertisements may be rejected by the school district if determined to be inconsistent with the educational objectives of the school district, inappropriate, or inconsistent with the guidelines set forth in this policy.
- K. All corporate support or activity must be age-appropriate and must be consistent with the Board's policies not to discriminate on the basis of any Protected Class consistent with Board Policy 2260 - Nondiscrimination and Access to Equal Educational Opportunity race, color, religion, national origin, ancestry, creed, pregnancy, marital status, parental status, sexual orientation, sex (including gender status, change of sex, or gender identity), or physical, mental, emotional, or learning disability (Protected Classes) in any of its student program and activities.
- L. Students shall not be required to advertise a product, service, company or industry.
- M. Advertising will not be permitted on the outside or the inside of school buses.
- N. The Superintendent/designee is responsible for screening all advertising.
- O. The Superintendent/designee may require that samples of advertising be made available for inspection.
- P. The inclusion of advertisements in school district publications, in school district facilities, or on school district property does not constitute or imply approval and/or endorsement of any product, service, organization, or activity.
- Q. Final discretion regarding whether to advertise and the content and value of the materials will be with the Board.

Written Contract for Placement

All advertising agreements between the District and an outside entity shall be in writing, shall specify all relevant terms, and must be approved by the Board prior to placement of advertisements.

The contracts shall contain at a minimum the following clauses:

- A. District authority over content and placement of advertisement;
- B. authority of District administration to view and approve all materials prior to actual placement;
- C. specific provisions regarding financial terms, timing of payment, hold harmless clause in the event of lawsuit against advertiser that requires removal of advertisement prior to expiration of contract; and
- D. warranty regarding intellectual property and indemnification against alleged violations of trademark or copyright protections by third parties.

The District Administrator shall negotiate all such agreements with the advertiser.

Accounting

Advertising revenues must be properly reported and accounted for as per any policies, Generally Accepted Accounting Principles, and DPI Audit Guide requirements.

Revised 8/11/21

T.C. 4/14/22

T.C. 8/25/23

Revised 5/13/2026

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Legal

118.13, Wis. Stats.

Last Modified by Jennifer Bower on March 11, 2026



Book	Policy Manual
Section	ASD - Special Update 11-25
Title	RELATIONS WITH SPECIAL INTEREST GROUPS
Code	po9700
Status	
Adopted	June 9, 2008
Last Revised	September 18, 2023

9700 - **RELATIONS WITH SPECIAL INTEREST GROUPS**

Any request from civic institutions, charitable organizations, or special interest groups which involve such activities as patriotic functions, contests, exhibits, sales of products to and by students, sending promotional materials home with students, graduation prizes, fundraising, and free teaching materials must be carefully reviewed to ensure that such activities promote student interests without advancing the special interests of any particular group.

It is the policy of the Board that students, staff members, and District facilities not be used for advertising or promoting the interests of any non-school agency or organization, public or private, without the approval of the Board; and any such approval, granted for whatever cause or group, shall not be construed as an endorsement of said cause or group by this Board. All crowdfunding activities are subject to Policy 6605 - Crowdfunding.

No non-school affiliated group may use the name, logo, mascot, or any other name **or slogan** which would associate an activity with the District without the specific written permission of the Superintendent. Additionally, no non-school affiliated group may use any assets of the District, including but not limited to facilities, technology, or communication networks without the specific written permission of the Superintendent.

School District Referendum Advocacy

This policy applies expressly to any outside organization's advocacy concerning School District referenda. Any such organization, whether advocating in favor of or in opposition to a referendum question must clearly identify themselves as independent of the School District and may not, under any circumstances, use School District logos, mascots, slogans or other such items that are protected by or regularly used and identified with the District. School District officials may not advocate for a position on a referendum in any manner in which such advocacy is in the individual's capacity as a School District official or may reasonably be perceived as such. School District officials may always provide factual information concerning any referendum question.

A. Political/Commercial Interests

All materials or activities proposed by outside political or commercial sources for student or staff use or participation shall be reviewed by the principal on the basis of their educational contribution to part or all of the school program, benefit to students, and/or good taste and no such approval shall have the primary purpose of advancing the name, product, or special interest of the proposing group.

B. Contests/Exhibits

The Superintendent can authorize contest and exhibits that benefit individual students or the District as a whole.

C. Distribution/Posting of Literature

No outside organization or staff member or student representing an outside organization may distribute or post literature on that organization's behalf on District property either during or after school hours without the permission and prior review of the principal.

D. Solicitation of Funds

Any outside organization or staff member representing an outside organization desiring to solicit funds on school property must receive permission to do so from the Superintendent.

E. Prizes/Scholarships/Other Awards

The Board is appreciative of the generosity of organizations that offer scholarships, prizes, or other awards to deserving students in this District.

In the administration of scholarships, prizes, or other awards, the District shall not discriminate on the basis **any Protected Class consistent with Board Policy 2260 - Nondiscrimination and Access to Equal Educational Opportunity** ~~of race, color, religion, national origin, ancestry, creed, pregnancy, marital status, parental status, sexual orientation, sex (including gender status, change of sex, or gender identity), or physical, mental, emotional, or learning disability (Protected Classes)~~ in any of its student program and activities.

It will be the District's practice to provide all outside agencies and organizations notification of the nondiscrimination policy in awarding prizes, scholarships, or other aids, benefits, or services.

In accepting the offer of such scholarships or prizes from non-District entities or person, the Board directs that these guidelines be observed:

1. No information either academic or personal shall be released from the student's record for the purpose of selecting a scholarship or prize winner without the permission of the student who is eighteen (18), or the parents of a student who is younger in accordance with the Board's policy on student records.
2. The type of scholarship or prize, the criteria for selection of the winner, and any restrictions upon it shall be approved by the principal.

The District will periodically review its procedures for awarding scholarships, prizes, and other awards. This review will require that the District's procedure does not discriminate on the basis of sex, race, color, national origin, or disability in the overall effect of the scholarships, prizes, and other awards given to students.

F. Sale of School Supplies

In determining the appropriateness of the sale of school supplies by organizations other than the School District, the Board requires that the organization have a purpose which will benefit the School District and its students.

All funds generated by the sale of such school supplies shall be kept separate from other activity funds or other transactions of the Board.

G. Surveys and Questionnaires

Neither District-related nor non-District-related organizations shall be allowed to administer a survey or questionnaire to students or staff unless the instrument and the proposed plan is submitted, in advance, to the Superintendent or designee. If approved, a copy of the results and the proposed manner of their communication are to be provided to him/her for review and approval before they are released. No minor student shall be required to participate in a survey unless written consent is given by the student's parents. (See Policy 2416 - Surveys, Analyses, Evaluations.)

Revised 11/22/10

Revised 12/12/11

Revised 12/13/17

Revised 8/11/21

Revised 6/8/22

T.C. 9/18/23

Revised 5/13/26

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118.13, Wis. Stats.

118.125, Wis. Stats.

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