



# SACRAMENTO CITY UNIFIED SCHOOL DISTRICT BOARD OF EDUCATION

Agenda Item# 9.10

**Meeting Date:** February 16, 2012

**Subject:** Revised Board Policy 1325 – Advertising, Promotion and Sponsorship

- Information Item Only
- Approval on Consent Agenda
- Conference (for discussion only)
- Conference/First Reading (Action Anticipated: \_\_\_\_\_)
- Conference/Action
- Action
- Public Hearing

**Division:** Superintendent's Office

**Recommendation** Approve Revised Board Policy 1325 - Advertising, Promotion and Sponsorship.

**Background/Rationale:** The Governing Board desires to promote positive relationships between the schools and community organizations and to develop the framework for a potential revenue-generating partnership campaign. Just as community organizations can build support for the schools, the schools can cooperate with these groups under certain circumstances by publicizing services, special events and public meetings of interest to students and parents/guardians.

This policy was distributed to the following District Committees for review  
Student Advisory Committee (SAC)  
District Advisory Committee (DAC)  
English Learners Advisory Committee (DELAC)  
Parent-Teacher Association

### **Financial Considerations:**

Through the implementation of revenue-generating partnerships, the district will be able to offset some of its General Fund expenses and protect some of the most vulnerable student programs.

### **Documents Attached:**

Attachment A – Board Policy 1325 – Advertising, Promotion and Sponsorship

**Estimated Time of Presentation:** 5 minutes

**Submitted by:** Jonathan P. Raymond, Superintendent

**Approved by:**

# Board of Education Executive Summary

## Superintendent's Office

DRAFT Revised Board Policy 1325 – Advertising, Promotion and Sponsorship  
February 16, 2012



### I. Overview/History of Department or Program

The Governing Board desires to promote positive relationships between the schools and community organizations and to develop the framework for a potential revenue-generating partnership campaign. Just as community organizations can build support for the schools, the schools can cooperate with these groups under certain circumstances by publicizing services, special events and public meetings of interest to students and parents/guardians.

### II. Driving Governance:

This policy supports Operational Expectations OE-1, Global Operational Expectation; Operational Expectations OE-12, Learning Environment; Operational Expectations OE-13, Facilities; and Results Policy R-1, Mega Result.

### III. Budget:

Through the implementation of revenue-generating partnerships, the district will be able to offset some of its General Fund expenses and protect some of the most vulnerable student programs.

### IV. Goals, Objectives and Measures:

The goal of the revised Advertising, Promotion and Sponsorship policy is to give the district an opportunity to generate more revenue for the district. The policy also provides the district and its designated administrators with the broad authority and discretion to control the content of advertisements appearing in all school publications, at school sites and district facilities.

### V. Major Initiatives:

Through this policy, the Superintendent or his/her designee will have the authority to enter into corporate sponsorship contracts. Sponsor activities could include signage in the cafeteria, on athletic fields, in common areas, naming rights of auxiliary buildings, product demonstrations, recognition on the district's website, granting "official designations" to sponsors, and other activities.

### VI. Results:

The proposed revised policy will provide the district and its designated administrators with the broad authority and discretion to control the content of advertisements appearing in all school publications, at school sites and district facilities.

# Board of Education Executive Summary

## Superintendent's Office

DRAFT Revised Board Policy 1325 – Advertising, Promotion and Sponsorship  
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### VII. Lessons Learned/Next Steps:

- Updates will be shared with employees, students, parents/guardians, advisory committees and other interested parties.
- The district will issue a Request for Proposal (RFP) seeking a partner to solicit and manage potential advertising opportunities on a commission basis.

# Sacramento City USD

## Proposed Revisions

### Board Policy

#### Advertising, Promotion, And Sponsorship ~~Promotion~~

BP 1325

#### Community Relations

The Governing Board desires to promote positive relationships between the schools and community organizations and to develop and implement a district-wide corporate sponsorship program. Just as community organizations can build support for the schools, the schools can cooperate with these groups under certain circumstances by publicizing services, special events and public meetings of interest to students and parents/guardians.

This policy invests the district and its designated administrators with the broad authority and discretion to control the content of advertisements appearing in all school publications, at school sites and district facilities. School publications are a nonpublic forum. The district's primary purpose in publishing its newspaper and yearbooks is educational. \_

Through the implementation of corporate sponsorship platforms, the district will be able to offset some of its General Fund expenses and protect some of the most vulnerable student programs.

~~The Governing Board desires to promote positive relationships between the schools and community organizations. Just as community organizations can build support for the schools, the schools can cooperate with these groups under certain circumstances by publicizing services, special events and public meetings of interest to students and parents/guardians.~~

(cf. 6145.5 - Student Organizations and Equal Access)

This policy supports Operational Expectation OE-1, Global Operational Expectation, OE-12, Learning Environment, OE-13, Facilities, and Results Policy R-1, Mega Result.

The Superintendent or designee may approve the distribution to students of materials prepared by organizations which are school sponsored or school related. Materials approved for distribution shall further the district's intended purpose, directly benefit the students, support the basic educational mission of the district or be of intrinsic value to the students. Materials shall not promote any particular religious or political interest except as specified below.

#### Distribution of Political Materials

The schools shall not distribute campaign materials pertaining to a candidate, party, or ballot measure. Campaign materials shall not be distributed on district property at any time other than at a forum in which candidates or advocates from all sides are presenting their views to the students during school hours, or during events scheduled pursuant to the Civic Center Act.

(cf. 1160 - Political Processes)

(cf. 1330 - Use of School Facilities)  
(cf. 4119.25/4219.25/4319.25 - Political Activities of Employees)

### Corporate Sponsorships

The Superintendent or his/her designee has the authority to enter into corporate sponsorship contracts. Sponsor activities could include signage in the cafeteria, on athletic fields, in common areas, naming rights of auxiliary buildings, product demonstrations, recognition on the district's website, granting "official designations" to sponsors, and other activities. The District has the right to refuse any offers of sponsorship.

Sponsorship recognition through temporary signage that does not include any prohibited activities described herein shall be allowed when there is a clear benefit to the school and or district, has a clear sunset date, has minimal impact on school operations or classroom activities, and is not located within the classroom.

The sale to students or employees of articles shall be prohibited.

Permanent advertising or sponsorship recognition shall be permitted only with approval by the Superintendent or his/her designee.

(Education Code section 35161, 35182.5)

### Commercial Advertising

School-sponsored publications, announcements and other school communications may accept paid advertising except for that prohibited by law and administrative regulation. The Superintendent or designee may prohibit advertisements which are inconsistent with school objectives and do not reasonably relate to the educational purpose of school-sponsored publications. In addition, the Superintendent or designee may allow the distribution of promotional material of a commercial nature within the parameters of law and administrative regulation but also may prohibit the distribution of materials which lack educational value or are not related directly to the school program.

Advertising copy may be solicited and prepared only to the extent that this process furthers the educational well-being of the students involved. Excessive solicitation of the same sources shall be avoided.

Students shall not be exploited to raise money, and time spent securing ads shall not infringe upon the school program.

(cf. 5145.2 - Freedom of Speech/Expression: Publications Code)  
(cf. 6145.3 - Publications)

Products and materials donated by commercial enterprises may be used in the classroom as long as they serve an educational purpose and do not unduly promote any commercial activity or

products. Such materials may bear the name or logo of the donor. The use of such materials does not imply district endorsement of any identified commercial products or services.

(cf. 1700 - Relations between Private Industry and the Schools)

(cf. 3290 - Gifts, Grants and Bequests)

(cf. 6161.11 - Supplementary Instructional Materials)

Legal Reference:

EDUCATION CODE

7050-7058 Political activities of school officers and employees

| 35160-[35161](#) Authority of governing boards

35160.1 Broad authority of school districts

| 35172 Promotional activities

| [35182.5 Miscellaneous Administrative Authority](#)

38130-38138 Civic Center Act

48907 Student exercise of free expression

BUSINESS AND PROFESSIONS CODE

25664 Advertisements encouraging minors to drink

Bright v. Los Angeles Unified School District (1976) 134 Cal. Rptr. 639, 556 P.2d 1090, 18 Cal. 3d 450

Lehman v. Shaker Heights (1974) 418 U.S. 298

Policy SACRAMENTO CITY UNIFIED SCHOOL DISTRICT

adopted: November 16, 1998 Sacramento, California

| reviewed: November 5, 2001

| [revised:](#) February 16, 2012