

Policy

DISTRIBUTION OF MATERIALS, SOLICITATION AND ADVERTISING ON SCHOOL PROPERTY

Distribution of Materials to Students and Staff

Students and faculty of the schools shall be protected from intrusions on their time during the school day by announcements, posters, bulletins, surveys, evaluations, questionnaires and communications of any kind from individuals and organizations not directly connected with the schools. The distribution in the schools of advertising pamphlets, pictures, posters and other materials from outside groups shall be left to the discretion of the superintendent, whose permission in writing shall be obtained prior to distribution.

The board of education recognizes that the contributions of persons and organizations outside the schools may, from time to time, take the form of materials, activities, and awards that tend to serve the interests of the contributor as well as benefit the school district generally and pupils individually.

The board reserves the right to review all such proposed contributions and to reject those that have:

- A. The primary effect of advancing the name, product, or special interest of a person, corporation or organization;
- B. Fail to meet district standards of accuracy and good taste;
- C. Are of little or no educational value to pupils; make unreasonable demands upon the time and energies of staff and pupils or upon the resources of the district; interrupt or interfere with the regular school program; or
- D. Involve a direct cost to the district.

The approval of the use of any material or the conduct of any activity offered by an agency outside the schools shall not under any circumstances be construed as an endorsement by this board of any interest, cause, or organization.

Permission to solicit funds on school premises will be granted only to those persons and organizations whose purposes are consonant with the goals of this district and the interests of the community. Solicitation may not interfere with the orderly operation of the schools and must comply with board policy (below). The board will not be responsible for the protection of or accounting for such funds nor may any such funds be deposited in any district account.

The board forbids the distribution of political literature to or through the pupils of this district; further, no pupil under the jurisdiction of this board shall be requested or directed to engage in any activity that tends to promote, favor, or oppose a candidate for political office or a public question submitted at any election.

The board may permit the award of scholarships or prizes to deserving pupils provided that information regarding pupils is released only in accordance with board policy 5125 Pupil Records and includes consultation with appropriate staff members, the nature of the prize or award is approved by the principal, and the board determines the manner of presentation.

Solicitation by Vendors

Only vendors given prior board approval will be permitted to solicit pupils and parents for the sale of goods and services through this district's schools.

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The superintendent or his/her designee shall review each vendor's request to solicit sales and shall recommend to the board for its approval only those vendors that offer products or services that are related to the educational goals of this district and offers good value to purchasers.

Any funds collected on behalf of a vendor approved by the board under this policy shall be deposited in a separate account pending transfer to the vendor. The board disclaims any responsibility for any such funds.

The superintendent will evaluate quotations and request bids from interested vendors when appropriate in order to determine the greatest value or level of service.

All vendors shall supply assurances that they do not practice discrimination as described in the administrative code. All vendors shall be informed that harassment of any kind of district pupils or employees by their representatives is prohibited.

The board reserves the right to withdraw its approval of any vendor at any time.

Advertising

The board of education may permit sponsorship and advertising on school grounds, on school buses, at school activities, on the district website and other media as appropriate for the financial support of essential needs of the schools. The board shall only consider and approve school to business sponsorship and advertising agreements that are in compliance with law and board policy, and are based on sound principles and community input. All sponsorships and advertisements shall require prior board approval and shall comply with the Public School Contracts Law, N.J.S.A. 18A:18A-1 et seq. where applicable.

School to business relationships and contracts should be ethical and structured. The board shall only approve proposals for sponsorship and advertisement that:

- A. Support the mission, goals and objectives of the district and the schools of the district;
- B. Are structured to meet identified educational needs, financial or other, and are evaluated for educational significance to the district;
- C. Are age appropriate and in the best interest of students;
- D. Are consistent with all labor contracts, competitive bid requirements and all applicable federal laws, state laws, and board policies (see specifically 2224 Nondiscrimination/Affirmative Action and 3327 Relations with Vendors).

Board approved advertisers and sponsors will be considered independent contractors and shall not be deemed to be an agent, servant, employee, or representative of the board of education.

Sponsor recognition and corporate logos may be posted on school property, but shall be limited to the identification of the sponsor and shall not contain other advertisement. Public signs indicating the district's appreciation of an enterprise's support for education shall be permitted.

The school district shall not enter into any contract for advertisement, sponsorship, or electronic media services, where the providers of such services collect personal information from the students in question. Personal information includes, but is not limited to, the student's name, telephone number and home address, student photos, student e-mail addresses, and locations and times of class trips.

The superintendent shall review proposals for sponsorships and/or advertisements and shall recommend to the board for its approval only those that offer a product or service that is related to the educational goals of this district and offers good value to purchasers.

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Key Words

Flyers, Distribution of Flyers, Promotional Materials, Advertisements

Legal References:

<u>N.J.S.A.</u> 18A:18A-1 <u>et seq.</u>	Public School Contracts Law
<u>N.J.S.A.</u> 18A:18A-4 through -4.4	Contracts and agreements requiring advertising
<u>N.J.S.A.</u> 18A:36-34 survey	Written approval required prior to acquisition of certain information from students
<u>N.J.S.A.</u> 18A:42-4	Distribution of literature as to candidacy, bond issues, or other public question be submitted at election; prohibited
<u>N.J.S.A.</u> 19:34-6	Prohibited actions in polling place on Election Day, exception for simulated voting
<u>N.J.S.A.</u> 19:34-15	Electioneering within or about polling place; disorderly persons offense

34 CFR 98.1 - Student Protection Rights Amendment

Possible

Cross References:

*1100	Communicating with the public
*1140	Distribution of materials by students and staff
*1322	Contests for students
*1330	Use of School Facilities
*5136	Fund-raising activities
*6142.10	Internet safety and technology
*6145.3	Publications
6162.5	Research

*Indicates policy is included in the Critical Policy Reference Manual.