



Board of Education Policy Subcommittee Meeting Minutes

Monday, March 7, 2011

Superintendent's Conference Room

Meeting called to Order at 5:00P.M.

Attendance: Pat Selby, Bill Tuinier, Teri Hunter, William Eis

I. Agenda approved with the addition of Public Comment.

II. Web Based Advertising-

Policies 7540.02; 9700; 9700.01. AG's: 7540.02AG & 9700B AG

The Committee defined two issues before them. The first being the understanding & interpretation of our current district policies and AG's. The second being the grant application to the USA Football Association which requires the posting of their logo on the district website for 12 months should the district be awarded the grant.

Each committee member and the Superintendent were able to weigh in with their opinions regarding web-based advertising.

Bill Tuinier stated he sees inconsistencies in how we are currently operating and in our policy. Bill cited some specific examples in this regard. He felt that decisions for all future web based advertising have to be made on the basis of providing better education opportunities for our students and in keeping with current district philosophies. Pat Selby stated she has less difficulty with scrolling donor messages using NPR/PBS for a perspective. Pat also used the rationale that these sections of our website are more for our community and parents and less for the students. Pat Selby suggested we consider an informational message on our website that states the user is leaving the GITS Website when clicking on a link that leads outside of the district website to another domain. All three committee members agreed with the recommendation from Superintendent Eis that the BOE considers rewording Policy 7540.02, 4th line C in an affirmative manner. The committee supports the Superintendent recommendation for the following reasons for two reasons:

1) This statement could be interpreted as to prohibit any web-based advertising, and that it is in direct conflict with other policy statements which permit it.

2) The "affirmative" rewording will result in changing a prohibition to permission.

We will address this at the work session and pursue the rewording changes at our next NEOLA policy meeting if the full board concurs.

In regards to the posting of the USA Football logo; current Board policy allows the Superintendent authority to approve posting based on the criteria in place.



GROSSE ILE TOWNSHIP SCHOOLS

In regards to our District Website and the inconsistencies in advertising, linkages, and practices; Superintendent Eis will put this on his April 11 meeting agenda to discuss and will prioritize district website clean-up as a summer 2011 project.

III. Commemorative Plaques- Policy 7250

Superintendent Eis gave an update on where the district is in regards to the soccer and baseball scoreboards and the families involved. Athletic Director, Jim Okler has been directed to speak with the Jurecki Family on the soccer scoreboard commemorative plaque. Mr. Okler is to refer to the commemorative plaque at the High School Tennis Courts for reference when designing.

The Policy Committee agreed that Policy 7250 as written gives the Superintendent the authority needed to make decisions on commemorative plaques in the GITS District. However, the committee feels that the time may have come to insert a statement in Policy 7250 that specifically mentions commemorative plaques with a specific administrative guideline being written as well. As in the web based advertising policy, the committee will address this at the 3/8/11 work session and if the full BOE concurs we will work on during our next NEOLA policy meeting.

IV. Other-NONE

V. Public Comment-NONE

VI. Next Meeting—to be determined upon receipt of NEOLA Policy Review Process information.

VII. Meeting adjourned at 6:10P.M.

Respectfully submitted,

Teri Hunter
Spokesperson

Attachments: Notes from 3/8/11 Work Session

Grosse Ile Township Schools BOE Policy Meeting Notes

Met last night/Two agenda items were discussed:

Web-based Advertising/ Commemorative Plaques

1. Web Based Advertising:

- Defined two issues-Understanding/Interpreting our current district policy and the grant application from USA Football which requires posting of their logo on our website for 12 months should we be awarded the grant
- Concurred that our district policy does allow web advertising.
Policies 9700-Relations with Special Interest Groups; Letter A-Political and Commercial Interests/9700.01 Advertising & Commercial Activities—Direct advertising /Appropriation of Space -Letter D, General Advertising Standards -Letters N & O. 7540.02 District Web Page. AG's:-7540.02-Web Page Specifications & 9700B-Criteria for Commercial Messages
- **The Policy Committee agreed that in Policy 7540.02 there is a statement which could be interpreted as to not to allow any web based advertising; but do not feel that was the original intent and propose revision of this statement to an affirmative wording. It also does not prohibit the Superintendent from approving web based advertising now or in the future.**
- *So while we came to a consensus that there is some district web site work to do regarding how/what we are currently advertising and linkages to other sites. The Supt will put this on his meeting agenda for April 11 to discuss and will prioritize as a summer project. Talked about adding in informational disclaimers such as "you are now leaving the GITS website" when clicking on a link. The changes in policy language will be discussed at the same time we do the NEOLA revisions-Late March/April—if the full BOE agrees.*
- As this relates to the proposed posting of the USA Football Logo-policy allows our Superintendent authority to approve posting based on criteria in place. Decision is in Superintendents hands.
- As an aside policy members read policies/ag and selected readings for philosophical/practical perspectives-these readings were sent to all BOE members from Greg in April 2010 prior to meeting. members also reviewed current web site activity and information regarding USA Football grant requirements.

2. Commemorative Plaques-7250/7250AG

- Bill Eis gave an update on where the district is regarding soccer and baseball scoreboards.
- **The policy committee felt that Supt is allowed to make decisions on commemorative plaques based on current policy-however the time may have come to insert a policy statement/AG's that specifically mentions commemorative plaques. The policy committee could work on this at the same time we address the NEOLA updates in late March/April if the BOE agrees.**

19 Revised 1 New

Bill / Pat after adjournment
look at dates