

To: School Committee
From: Policy/Procedures sub-committee
Re: Advertising and Fundraising
Date: November 16, 2011

The Policy committee has been asked to review existing BPS policies that govern advertising in schools with a view toward recommending a new policy. Some of the interests expressed include the possibility of selling naming rights to buildings or portions of buildings. In the course of researching this issue, the Policy committee noted the absence of a policy on fundraising, which can include some of the same issues as advertising. The issues raised here are complex and the decision about the focus and scope of any new policy are ones that need to be discussed by the School Committee before the policy committee can draft language.

1. Existing Policies

Currently, the BPS has two policies that are relevant to these issues:

A. Policy 1024 in the Community Relations section of the Policy Manual prohibits the use of the school name as advertising by any individual or company. It also prohibits the distribution, by non-school connected organizations, of materials containing advertising beneficial to any particular group or business.

B. Section 1023 in Community Relations prohibits the transaction of private business on school property and the solicitation and collection of money or sale of products, or exhibition of articles for sale, within the schools, except with the express permission of the Superintendent. This policy makes no distinction between solicitation for charitable causes and those for private commercial purposes.

There is no policy on advertising as a revenue enhancement, nor is there a policy explicitly referencing fundraising as such, for either school related activities or for outside organizations.

2. Issues and Questions

There are a number of questions that must be considered in creating policy on advertising and fundraising. They include (but are clearly not limited to) the following.

A. Advertising contracted by the District

- Should the BPS allow paid advertising in school buildings, on grounds, field fences, etc.?
- What limitations – type of company or product, size, number or location of ads, the right to approve content - would be imposed? Are there any restrictions imposed by law?

B. Naming Rights

- Should the BPS engage in the sale of naming rights?

- If so, what are the parameters for such sale: What limitations should be imposed? What criteria should be met before a name is approved, how would it be priced, would the use of the name be limited in time, if so by what criteria?
- Would purchase of naming rights be limited to certain facilities or locations? Who makes the determination?
- What rules about placement, size, etc., should be established? Who decides?

C. Fundraising at school

1. For school related activities or materials
 2. For outside charitable groups (i.e. Walk for Hunger, United Way etc.)
- Should a policy establish criteria to determine what fundraising is appropriate or allowed in school?
 - Are there limits on the number of fundraisers that can be conducted in a year? Who decides?
 - Limited by age-range of students?
 - Require establishment of rules for how fundraising is conducted?
 - Set parameters for hiring of outside fundraising company (that charges a fee) to assist?
 - Establish guidelines for how funds are allocated after they are raised?
 - Require monitoring of the activities of the groups raising funds? If so, by whom and with what criteria?
 - Establish financial controls (how money is collected, where it is held etc.)?

D. Fundraising by supporters (PTA/O, Friends of groups, boosters etc.)

- What control, if any, does the district have over fundraising by supporting organizations?

The Policy committee cannot draft recommended language until the School Committee determines what, if any, of the above policy changes it wants to make.