

6-7-16

Proposed changes to SC advertising policy

Document A is the existing policy

Document B is the proposed policy

Document C is the proposed set of compliance guidelines to accompany the proposed policy (document B)

Advertising

The name of the Belmont Public Schools may not be used as advertising by any individual or company.

Materials distributed via the schools to students by non school connected organizations must not contain advertising which is beneficial to any particular group or business.

ADVERTISING AND SPONSORSHIP

The School Committee will place limits on commercial activities and fund-raising activities in the schools for the following reasons:

1. The school system should provide students, parents, and employees some measure of protection from exploitation by commercial and charitable fund-raising organizations.
2. The school system should not give the public the impression of generally endorsing or sanctioning commercial and fund-raising activities.
3. Commercial and fund-raising activities may disrupt school routine and cause loss of instructional time.

Following these guiding statements, the Superintendent and Principals may permit occasional commercial or fund-raising activities related to the objectives of the schools. However, no direct solicitation of students or employees may take place without Administrative permission.

For the purposes of this policy, local PTA and PTO groups and groups representing school system employees will be considered "school groups" and should review the Committee's policy on sponsorship.

LEGAL REF.: M.G.L. 44:53A

REFERENCES:

Policies:

1001: Community Relations

1022: Business on School Property

1023: Advertising

GUIDELINES FOR SPONSORSHIP AND FUND-RAISING ACTIVITIES

The School Committee recognizes the need for fundraising and appreciates the benefits to the district of donations in support of the goals of the Belmont Public Schools. It is the goal of the School Committee to work collaboratively with all school fundraising organizations on behalf of Belmont students. The Committee recognizes that any policy statement on this topic will not be comprehensive in its resolution of all questions and situations. The Committee expects, from time to time, to render specific decisions, including policy exceptions, when it deems circumstances so warrant. Moreover, the Committee may amend these guidelines from time to time at its sole discretion.

Definitions

School Fundraising: the selling of a product, the provision of a service or activity, or a request for donations for the purposes of raising money or other resources in the name of Belmont Public Schools. Such activities may take place on or off school property. This policy is not intended to include or address donations made directly to the Belmont Public Schools by arrangement with the administration.

Sponsorship: an agreement between the school district, an individual school, or a site-based or parent-based group with an individual group, company, or community based organization in which the sponsor provides financial or resource support in exchange for recognition.

Partnership: an agreement between a school or the District and a private entity wherein the basis and terms of the relationship are set by the school or District and agreed upon by the private entity, or reached mutually. Frequently, a partnership is less formal than a contractual relationship. The school or District should not be required by the partnership to sell products to students, expose students to advertisements during school time, or place advertising on school property. Partnerships should be of a non-exclusive nature.

Student organizations: groups that are sponsored by the district and approved by the administration. Student organizations are directed or supervised by School District staff.

Approved School Fundraising Organization: those recognized by the Belmont Public Schools as of [date policy implemented] and new organizations that have completed an application, met minimum standards, and been approved by the Administration to conduct fundraising for Belmont Public Schools. Such status can be granted on a specified basis prior to the start of fundraising activities.

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Principles

Fundraising is just one way that parents and communities may choose to support their schools. Like all activities that support education, fundraising should reflect the values and expectations of the school community.

All students and staff are welcome to participate in fundraising activities. Participation in fundraising activities is strictly voluntary. Coercion to donate or participate in fundraising activities and discrimination based upon level of success or contribution are strictly prohibited.

The safety of students shall be a primary consideration for all fundraising activities. Children should never be exploited or used as fundraisers. Student fundraising activities require supervision and should be age-appropriate.

Fundraising activities shall comply with all applicable policy, regulation and law. Fundraising activities shall have a designated purpose and proceeds will be for that purpose, as intended. Appropriate financial reporting practices will be in place for all fundraising activities and organizations.

All donations to the schools shall be accepted by vote of the School Committee.

The Superintendent of Schools shall promulgate procedures to comply with this policy.

Any donations to the District, whether in cash or in kind, that are raised in accordance with this policy, shall become the property of the District.

The School Committee reserves the right to reject any donation or proceeds from fundraising if it finds that the donation would not serve the interests of the District.

The Superintendent and the Policy Sub-Committee are responsible for the routine review of this policy.

GUIDELINES FOR ADVERTISING ON SCHOOL PROPERTY

Commercial messages and/or advertisements are not public forums of any nature. Advertising in any school facility or on school property is under ownership and control of the Belmont Public Schools pursuant to a written contract that complies with the established policies, practices and guidelines approved by the Belmont School Committee.

The purpose of these guidelines is to define the conditions upon which commercial messages and advertisements may be placed in school facilities or upon school property, and to establish definitive guidelines for the acceptance and placement of such messages or advertisements. The Belmont School Committee or designated representative reserves the right of full editorial control over the placement, content, size, appearance and wording of messages or advertisements. All school facilities and property are for the exclusive use of the Belmont Public Schools and its designees for the public purposes associated with education, athletics, community recreation, community activities and entertainment. Placement of commercial messages or advertisements in school facilities or on school property shall require specific authorization by the Superintendent of Schools on behalf of the Belmont School Committee.

Delegation of Authority: Limitation and Restrictions

The Belmont School Committee hereby delegates to the Superintendent of Schools the authority and responsibility of negotiating contracts for the posting of commercial messages or advertisements. Commercial messages or advertisements may be authorized and accepted only under the following conditions:

1. Commercial messages or advertisements shall not be accepted for placement directly upon or within any school facilities or school property until it is approved by the Administration at locations deemed appropriate.
2. Facilities designated for the placement of commercial messages and advertisements may include:
 - a. Gymnasias at the Belmont High School and Chenery Middle School
 - b. Along the fencing at said schools
 - c. Front of ticket booths

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- d. Front of concession stands
 - e. Front of press boxes
3. Advertisements inconsistent with the following policies may be prohibited, this list is not exclusive:
- 0001: Equal Opportunity and Non-Discrimination
 - 0002: Harassment
 - 0003: Tobacco, Drugs and Alcohol
 - 0006: Bullying and Hazing
 - 1001: Community Relations
 - 1020: Community Use of School Facilities
 - 1023: Advertising
 - 5005: Health and Wellness
 - 7003: Dedication of Buildings and Facilities
4. Advertising will be prohibited on uniforms worn by students or staff participating in activities sponsored by or representative of the Belmont School system.
5. Advertising for a particular Belmont School system extra-curricular event do not require the prior approval of the Superintendent but are subject to the guidelines in this policy and are the responsibility of the Principal.
6. To protect the integrity of the school facilities or property and to ensure a measure of uniformity, durability and quality, the Superintendent may review specifications for advertising surfaces and physical materials, and may reject surfaces and materials that are not deemed suitable.
7. Prior to any acceptance or placement of commercial messages or advertisements upon any school facility or property all materials by which

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such advertising shall be displayed, must be submitted to the Superintendent for approval.

8. Any approval for the erection and display of commercial messages or advertising shall be made in writing.

9. The term and rate of compensation shall be pursuant to the Belmont School's approved advertising terms and rates. Current rates can be obtained from the Business Office.

10. Requests for "Naming Rights" to a facility or structure located on Belmont Public School property will be subject to applicable requirements of other town policies.

11. Commercial messages or advertisements are to be removed within 48 hours of the written request of the Superintendent or his/her designee. Belmont Public Schools reserves the right to immediately remove any commercial messages or advertisements in violation of this policy.

12. Levels of Advertising Definitions

- a. Advertising is defined as advertising of community businesses that comply with these guidelines and school policy.
- b. The advertising of a company name on a scoreboard or other field structure for a fixed time period at a fee shall be considered a naming rights situation and is subject to the requirements of town policies.

13. Approval of advertisements does not constitute endorsement by the Belmont Public Schools.

Exemptions and Exceptions

Nothing in this policy shall be interpreted to prohibit nor require authorization for any of the following:

1. Merchant or government identification, logos or trademarks appearing upon property acquired, installed or used in the construction or renovation of any facilities.
2. Public announcements directly related to services of the Belmont Public Schools.

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3. Product or vendor identifications in relation to authorizing merchandizing or vending operations conducted upon or about the school property under ownership and control by the Belmont Public Schools.

The Superintendent and Policy Sub-Committee are responsible for the routine review of this policy.
