



1302

## Corporate Involvement in Schools

*Policy 1302*

Original Adoption: 06/26/2001

Revision Dates: 04/17/2012, 10/10/2017

Review Dates: 8/16/2017

Effective Date: 10/11/2017

### **I. PURPOSE**

The Board of Directors encourages relationships between schools and businesses that are based on sound principles because such relationships can contribute to high quality education that enhances student learning. However, compulsory attendance confers on educators an obligation to protect the welfare of their students and the integrity of the learning environment. Therefore, when working together, schools and businesses must ensure that educational values are not distorted in the process. Relationships between schools and businesses should be ethical and structured. Because school property and time are publicly funded, selling or providing free access to advertising on school property outside the classroom involves ethical and legal issues that must be addressed. The purpose of this policy is to provide policy direction to relationships between schools and businesses at district sites.

### **II. GENERAL STATEMENT OF POLICY**

- A. Corporate involvement shall not require students to observe, listen to, or read commercial advertising.
- B. Selling or providing access to a captive audience in the classroom for commercial purpose is not permitted.
- C. Corporate involvement must support the mission, vision and goals of the District. Curriculum, instruction and measurement of student learning are within the purview of educators, not business partners.
- D. Programs of corporate involvement must be structured to meet an identified education need, not a commercial motive, and must be evaluated for educational effectiveness by the school and district on an ongoing basis.
- E. Schools and educators shall hold sponsored and donated materials to the same standard used for the selection and purchase of curriculum materials.
- F. Corporate involvement programs shall not limit the discretion of schools and teachers regarding the use of sponsored materials.
- G. Sponsor recognitions that incorporate corporate logos are appropriate indications of partnerships and shall be permitted only for identification of the sponsorship and not commercial purposes.



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H. Corporate partners must support and adhere to District policies prohibiting discrimination, harassment or violence on the basis of:

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|-------------------------------|--|
| 1. race                       | 10. Marital status                               |
| 2. culture                    | 11. Family structure                             |
| 3. color                      | 12. citizenship status                           |
| 4. creed or religion          | 13. sexual orientation or affectional preference |
| 5. national origin            | 14. Gender identity or expression                |
| 6. gender                     | 15. economic status                              |
| 7. mental or physical ability | 16. veteran status                               |
| 8. age                        | 17. status with regard to public assistance      |
| 9. pregnancy                  | 18. genetic information                          |

***Cross References:***

MPS Policy 1100 (Advertising in the Schools)  
MPS Policy 1300 (Participation by the Public)  
MPS Policy 1301 (Community Partners)  
MPS Policy 1450 (Volunteers)  
MPS Policy 1480 (Visits to Schools)  
MPS Policy 1580 (Soliciting Peddling and Canvassing on School Grounds)  
MPS Policy 1720 (External Funds)  
MPS Policy 3000 (Conflicts of Interest and Fiduciary Duty)  
MPS Policy 3001 (Gifts to District Personnel)  
MPS Policy 3280 (Gifts, Bequests and Grants)  
MPS Policy 3300 (Purchasing)  
MPS Policy 3312 (Bidding Procedures)  
MPS Policy 3313 (Vendor Relations)  
MPS Policy 4000 (Equal Employment Opportunity)  
MPS Policy 4001 (Disability Non-Discrimination)  
MPS Policy 4002 (Harassment and Violence Prohibition)  
MPS Policy 5000 (Equal Education Opportunity)