



## ALEDO ISD BOARD MEETING TEMPLATE

**MEETING DATE:** August 19, 2013

**AGENDA ITEM:** Consider approval for use of the District Logo by the Aledo Education Foundation.

**PRESENTER:** Dr. Derek Citty, Superintendent and Shawn Callaway, President of the Aledo Education Foundation

**ALIGNS TO BOARD GOAL(S): Parents/Community** – “Parents and members of the community will have meaningful opportunities to participate in the educational processes of the Aledo ISD”.

**Background Information:** An important component of the work of the Aledo Education Foundation is marketing of the program. A marketing sub-committee has been working diligently through a number of options for a logo that ties elements of the district logo to the foundation.

The foundation logo before Trustees tonight is the culmination of the work of a number of dedicated individuals over several months of work.

**Administrative Considerations:** While the foundation is a wholly separate entity for the school district, it is important for potential donors to recognize the close relationship between AISD and the Aledo Education foundation. Approval for use of this logo is an important component of that recognition.

**FISCAL NOTE:** There is no known direct impact to the current or future Maintenance and Operations budgets by allowing use of the copyrighted district logo.

**Administrative Recommendation:** Administration recommends the district allow use of the district logo as an element of the overall Aledo Education Foundation logo.