

Policies of the Board of Education

Series 800: School-Community Relations

SALES/ADVERTISING – EXCEPTIONS

851-Rule

The Waunakee Community School District Board of Education will allow the sales/solicitations in schools of the following products or materials under the conditions outlined below.

Class Rings/Graduation Materials/Letter Jackets/Yearbooks/Videotaping and Video Highlights

At least every three years the principal shall contact major vendors that supply the above products and establish a process that shall review the products, services and costs. The principal shall involve students, parents and staff in this process. Acceptable vendors shall be invited to bid on providing the service/product to students in the school. Advertising of the selected product/service shall be allowed and students may order/purchase these products at school during non-class time. All checks/money orders shall be made out to the vendor (with the exception of the yearbook). Parents and students are to be made aware that these products may be available outside of school from other vendors. They are also to be notified that this service is to be provided as a convenience and is not to be seen as an endorsement of a specific product.

School Photos

See Board Policy 492.

Book Clubs

Each building principal has the option of providing book club access to parents/students through the school. Each year the principal with his/her staff shall select one book club vendor that all teachers will utilize. No other clubs will be utilized. The selected book club shall, if at all possible, not offer incentives to students to make purchases. Clubs that emphasize reading material and those that do not offer posters, videos and ‘club’ subscriptions shall be selected if at all possible.

Book club solicitations/orders shall be made no more than six (6) times annually. All funds and orders shall follow prescribed district purchase procedures and be processed through the building office and business office. All “points”, “bonus books” or other incentives shall be accumulated by the school, not individual teachers, and the principal shall determine how these will be utilized on a school-wide basis. Parents and students shall be informed that participation is voluntary. Teachers should make every effort to minimize “peer pressure” to purchase from the club.

Scoreboards

The school **District Administrator** ~~superintendent~~ may allow advertising on scoreboards if the scoreboard is donated by the advertiser. Advertising shall consist of a small portion of the scoreboard’s total surface space.

Warrior Media

The Warrior Media program produces content of various District activities. Sponsorships and/or advertising shall be permitted on Warrior Media programing, with the exception of prohibited advertising per board policy.

Cross Ref.: 374, Student Fundraising Activities
 492, School Photographs
 524.1, Staff Conflicts of Interest
 672.4, Vendor Relations
 840, Public Gifts to the Schools
 850, Sales and Solicitations
 851, Advertising in the Schools

Adopted: December 1996

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Waunakee Community School District