

MEMORANDUM

TO: NWABSD Board of Education
Members

DATE: April 30, 2024

NUMBER: 24-117

FR: Office of the Superintendent

SUBJECT: Approval of Proposed
Revisions to BP 1325
Advertising and
Promotion; Second
Reading

STRATEGIC PLAN/BOARD GOAL:

Track 1: Operational Improvements
Initiative: Optimize Business Practices

ABSTRACT:

Board policy revisions require Board approval.

ISSUE:

At issue is to approve the second reading of the proposed revisions to BP 1325 Advertising and Promotion.

BACKGROUND AND/OR PERTINENT INFORMATION:

The Superintendent/designee presents drafts or suggestions for board policy revisions when the law changes or specific needs occur. Policy revisions shall normally be given two readings prior to adoption by the Board.

This is the second reading of the proposed revisions to BP 1325 Advertising and Promotion within the Community Relations series.

This update adds a closed forum clarification.

The Board Policy Committee reviewed the proposed changes and recommends approval.

ALTERNATIVES:

1. Approve the second reading of the proposed revisions to BP 1325 Advertising and Promotion as presented;
2. Do not approve the second reading of the proposed revisions to BP 1325 as presented;
3. Take no final action.

ADMINISTRATION'S RECOMMENDATION:

The administration recommends the Board approve the second reading of the proposed revisions to BP 1325 Advertising and Promotion as presented.