

ADVERTISING IN THE SCHOOLS
(Version 2)

School-business relationships, based on sound principles and community input, contribute to a high quality education. Positive school-business relationships should be structured in accordance with the following principles:

1. Corporate involvement must support the goals and objectives of the District.
2. Programs of corporate involvement must be structured to meet identified educational needs, and must be evaluated for educational effectiveness by the District on an ongoing basis.
3. Sponsored and donated materials are held to the same standards used for the selection and purchase of curriculum materials.
4. Public-private partnerships must be consistent with all labor contracts, competitive bid requirements and all applicable Federal, State and local laws, rules and regulations.
5. Public-private partnerships may not provide direct financial benefit to District employees, students, parents or Board members.

[Adoption date:]

LEGAL REFS.: ORC 3313.20; 3313.47
7 CFR, Subtitle B, Chapter 11, Part 210

CROSS REFS.: EDE, Computer/Online Services (Acceptable Use and Internet Safety)
EFG, Student Wellness Program
IGDB, Student Publications
IIBH, District Websites

NOTE: On July 29, 2016, the U. S. Department of Agriculture (USDA) Food and Nutrition Service finalized regulations to create a framework and guidelines for locally established written wellness policies. The final rule expands the existing requirements to strengthen policies and increase transparency. The final rule became effective August 29, 2016 and it requires districts to begin developing a revised local wellness policy during the 2016-2017 school year, with full compliance by June 30, 2017.

Districts that allow the marketing of food and beverages to students must have policies that allow marketing and advertising of only those foods and beverages that meet the USDA Smart Snacks in Schools nutrition standards.