

Policy No. 3521 Consistent to our Board Policy

A POLICY OF THE BOARD OF COLTON SCHOOL DISTRICT #306 RELATING TO ADVERTIZING OF COMMERCIAL SERVICES ON SCHOOL PREMISES

Purpose: The District has been solicited by various business interests to allow advertizing of commercial products and services on school grounds, in exchange for the payment of compensation to the District. This has included placement of advertizing in the District gymnasium by means of placards, for which proceeds are paid to the Colton Booster Club, which utilizes those funds for betterment of District athletic programs and equipment.

Statement of Policy:

It is the policy of the Board of Directors of Colton School District #306 to allow advertizing of commercial products and services on District property only in limited circumstances and only in accordance with the following rules:

1. All advertizing programs shall be submitted to and reviewed by the Superintendent and brought before the Board for review and approval prior to being installed;
2. Advertizing, if approved, shall be allowed only by authorization of the Superintendent of the means of advertizing, (i.e. location, size of advertisements, frequency, etc.). The Superintendent shall approve only such advertizing methods as are determined, in his or her discretion, to be consistent with the conduct of District education and business and non-distracting to students and patrons;
3. Proceeds of such advertizing shall be deposited in the funds of the District and the Associated Student Body, one-half to each, subject to the following;
 - a. The Board shall have the discretionary authority to allow the Colton Booster Club to retain the proceeds of advertisements, so long as such proceeds are utilized for the benefit of District extracurricular programs, provided, that such authority shall be evidenced in writing by the Board and shall in no case be for a period longer than one year, but may be reviewed by independent action of the Board;
4. Any advertizing of commercial products and services shall be approved only if such products or services are determined by the Board to be consistent with the positive education of students and in accordance with maintaining the physical and mental well-being of students and the public. Such determination shall be solely within the discretion of the Board.