

<p>SEVEN GENERATIONS CHARTER SCHOOL</p>	<p>SECTION: FINANCES</p> <p>TITLE: 636.3 – COMMERCIAL-FREE SCHOOL GUIDELINES</p> <p>ADOPTED: May 10, 2011</p> <p>REVISED:</p>
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<p>Guideline</p>	<p>Principles</p> <p>School-business relationships based on sound principles and community input can contribute to high-quality education. However, compulsory attendance confers on educators an obligation to protect the welfare of their students and the integrity of the learning environment. Therefore, when working together, schools and businesses must ensure that educational values are not distorted in the process. Positive school-business relationships should be ethical and structured in accordance with the following principles:</p> <p>Partner, as written in this document, refers to educational or financial sponsors, donors, grantors, fundraising or service-oriented organizations or vendors.</p> <p>1. General Points Regarding Advertising</p> <p>1.1 Partner involvement shall not require students to observe, listen to or read commercial advertising.</p> <p>1.2 Selling or providing access to the students in the classroom for solely commercial purposes is not allowed.</p> <p>1.3 Selling or providing access to advertising solely for the purposes of advertising on school property outside the classroom should always be avoided.</p> <p>1.4 Partner involvement must support the goals and objectives of the school. Curriculum and instruction are within the purview of educators, with the involvement of the community.</p> <p>1.5 Programs of partner involvement must be structured to meet identified educational needs, not commercial motives, and must be evaluated for educational effectiveness by the school and staff on an ongoing basis.</p> <p>1.6 Staff should hold sponsored and donated materials to the same standards used for the selection and purchase of curriculum materials.</p> <p>1.7 Partner involvement programs should not limit the discretion of School and teachers in the use of sponsored materials.</p> <p>1.8 Sponsor recognition and corporate logos should be for identification rather than commercial purposes.</p> <p>1.9 Sponsor recognition and corporate logo visibility should be directed towards parents instead of students when possible (e.g. sponsors will be thanked in the school newsletter that is circulated to parents).</p> <p>2. Logo Advertising on School Grounds</p>
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- 2.1 All company logos appearing on school property, including non-cash donations provided by sponsors, shall be for identification purposes only.
- 2.2 Logos will not be permitted for display in school hallways or classrooms for the purposes of advertising to students. This includes banners or signs that carry "educational messages" that also prominently display company logos.
- 2.3 Public signs indicating the school's appreciation of a partner's support for education shall be permitted, unless denied and consented upon by the staff, or parties involved.
- 2.4 No student will be required to wear the logo of any manufacturer for any school activity.

3. Advertising in Electronic Media

- 3.1 Except for courses of study which have specific lessons related to advertising, the students of this school shall not be required to observe, listen to or read commercial advertising in the classroom.
- 3.2 The school shall not enter into any contract to obtain electronic equipment or software that will obligate the school to expose students to advertising directed at young people during school time or at home while completing school assignments.
- 3.3 The school shall not enter into any contract to obtain electronic equipment or software that will obligate the school to post information about school procedures or events on electronic media that contain advertising directed at students.
- 3.4 The school will not enter into any contract for electronic media services where personal information will be collected from the students by the providers of the services in question. Personal information includes, but is not limited to, the student's name, telephone number and home address.

4. Exclusive Vending Agreements

- 4.1 The school will enter into no agreements with partners to provide exclusive school-wide access to student customers for soft drinks or low-density nutritional value snack foods purchased by students in school.
- 4.2 No students will be used as agents for any school-wide vendors in an exclusive arrangement to sell products or services to the community at large.
- 4.3 When the school asks students to purchase required educational supplies, it will remain neutral and will not enter into any agreement to advise students to buy particular brand-name products or products from a particular school supply merchant.
- 4.4 The school will not enter into any agreement with a company that asks students to carry a card used for school identification and/or to gain access to student services, when that card can also be used to gain access to private services provided by the company.

5. Sponsored Educational Materials and Advertising in Curriculum

- 5.1 The school will use discretion when curriculum materials that contain identifiable brand names in the content of the curriculum are presented to the school for use.

5.2 The school will purchase no curriculum materials that contain promotional information about a company that is irrelevant to the lesson being taught in the content of the curriculum.

5.3 The teachers will use discretion in their lessons to be taught when identifiable brand names or logos are found.

5.4 Sponsored Educational Materials, whether purchased by the school or provided free of charge by the partner, will not be used by teachers unless the teacher has reviewed them and found them to meet the following standards:

- Accuracy: Statements are consistent with established fact or with prevailing expert opinion.
- Objectivity: Points of view are fairly represented. If the subject is controversial, arguments are balanced. Any partner bias is clearly stated, and references to differing views are made.
- Completeness: The materials contain all relevant information and do not deceive or mislead by omission.
- Language: Materials are both interesting and readable.
- Non-discrimination: The text and illustrations are free of any content that could be considered derogatory toward a particular ethnic group, race or sex.
- Diverse Representation: The materials reflect the gender diversity and racial diversity of the students who will be using them.
- Non-commercial: The name and logo of the partner is used only to identify the source of the materials.

6. Student Marketing Surveys and Protection of Student Privacy

6.1 Students shall not be required under any circumstances to fill out surveys to provide marketing information about their interests and preferences for particular vendors, businesses and products.

6.2 A list of students' names and/or addresses and telephone numbers may not be released by the school for purpose of advertising brand-name products to students. Similarly, participation in any venture that provides any partner with the information necessary to generate a list is prohibited.