

COMMUNITY INVOLVEMENT TO COMPLEMENT EDUCATION (2250)

This policy is mandated by §126-9-1, under the authority of §18-2-5, which requires county boards of education to develop formal procedures to evaluate non-school sponsored programs, services, activities, and partnerships to determine the appropriateness of permitting them to complement the education provided to students within their schools.

Purpose

Upon approval of the Hardy County Board of Education, or designated administrator, schools may cooperate with organizations, agencies, or individuals to promote activities in the general public interest which are nonpartisan and no controversial and which promote the education or other best interests of the students §126-9-3.8.

§126-9-2.1. Community involvement in the public schools is strongly encouraged and supported.

§126-9-2.2. Community involvement may take various forms including, but not limited to, musical and artistic programs, performances, service activities, and school partnerships with local businesses, industries, and government agencies.

§126-9-2.3. The purpose of this rule is to ensure that the community involvement activities in the schools are developmentally appropriate to the age and grade of participants, have specific educational benefits to participants, and are not designed to advertise or promote the sole interests of commercial or other non-school agencies, organizations, or individuals.

Procedures

Schools may accept paid advertising to be placed in their publications or electronic media under procedures established by §126-9-3.

The Hardy County Board, or designated administrator shall review all applications for participation in schools on an annual basis. The use/adoption of community involvement activities shall be announced/publicized at county board meetings as deemed appropriate.

Schools may use films, videos, bulletin boards, educational materials, and equipment containing information from the producing/sponsoring organization, agency or individual, or which credits the source of the materials, or which contains advertising, provided that the use of such items furthers a legitimate education goal. Schools may not accept political campaign advertising to be placed in their publications or electronic media.

APPROVAL

A Community Education Application, SB-223, will be completed and evaluated to determine whether the community involvement activity adequately meets the following standards:

Guidelines

1. Programs of community involvement must be structured to meet an identified education need, not a commercial motive.
2. Neither the name, staff, the students, nor the logo of the schools, school system, nor any part thereof, shall be employed for advertising or otherwise solely promoting the interests of any commercial or other non-school agency, organization, or individual.
3. All activities and information sponsored by commercial or other non-school agencies, organizations, or individuals must support and align with County and State education goals.

SOURCE: Board of Education Minutes

DATE: April 5, 2004

LEGAL REFERENCE: WV Department of Education Policy 2250