



Santee School District

SCHOOLS:

Cajon Park
Carlton Hills
Carlton Oaks
Chet F. Harritt
Hill Creek
Pepper Drive
PRIDE Academy
at Prospect Avenue
Rio Seco
Sycamore Canyon
Alternative
Success Program

**NOTICE OF SPECIAL MEETING
of the
BOARD OF EDUCATION**

Written notice is hereby given in accordance with Government Code Section 54956 that the following special meeting of the Board of Education of the Santee School District will be held:

DATE: Tuesday, February 2, 2016
TIME: 5:30 p.m.
PLACE: Santee School District Library
9619 Cuyamaca St., Santee, CA 92071

The business transacted at the meeting shall be limited to the following:

A. CALL TO ORDER – Approval of Agenda

B. PUBLIC COMMUNICATION

During this time, citizens are invited to address the Board of Education about any item on this special meeting agenda. The Board has a policy limiting any speaker to five minutes.

C. BOARD POLICIES AND BYLAWS

1. **BP/AR 1325 – Distribution of Advertising and Promotion for Organizations Outside Santee School District**

The Board of Education will review Board Policy and Administrative Regulation 1325 – Distribution of Advertising and Promotion for Organizations Outside Santee School District. Action is at the discretion of the Board.

D. ADJOURNMENT

Please note: Santee School District complies with the Americans with Disabilities Act. If you require reasonable accommodations including alternate formats for this meeting, contact the Superintendent's Office at (619) 258-2304.

BOARD OF EDUCATION · Dustin Burns, Dianne El-Hajj, Ken Fox, Elana Levens-Craig, Barbara Ryan
DISTRICT SUPERINTENDENT · Cathy A. Pierce, Ed.D.

9625 Cuyamaca Street · Santee, California 92071-2674 · (619) 258-2300 · www.santeesd.net

DISTRIBUTION OF ADVERTISING AND PROMOTION FOR ORGANIZATIONS OUTSIDE SANTEE SCHOOL DISTRICT

The Governing Board desires to promote positive relationships between schools and the community in order to enhance community support and involvement in district schools. The Superintendent or designee may approve the distribution of materials that meet the following qualifications:

1. School-sponsored and/or agency-sponsored materials from groups organized for charitable, educational, character-building and nonprofit purposes that further the district's intended purpose and directly benefit the students, support the basic educational mission of the district, or are of intrinsic value to the students.
2. Noncommercial materials that publicize services, special events, public meetings or other items of interest to students or parents/guardians.
3. Products and materials donated by commercial enterprises for use in the classroom, as long as they serve an educational purpose and do not unduly promote any commercial activity or products. Such materials may bear the name and/or logo of the donor.

The Board also recognizes that in distributing the increasing amount of community advertisements, the district shall have alternative options for distribution in order to avoid negatively impacting the instructional program. The Board understands that most parents/guardians are able to easily access content electronically through the Internet. Therefore, the district reserves the right to have discretion to allow distribution of submitted materials in hard copy or provide electronic access of the materials to parents/guardians.

Prior to distribution or publication, the Superintendent or designee shall review and approve all advertising copy and promotional materials to ensure compliance with Board policy.

Materials to be distributed shall bear the name and contact location of the sponsoring group and parent and/or guardians will be provided information pertaining to good planning and appropriate supervision and the specific content of the program or activity.

Printed materials to be distributed must contain the statement **“The school district does not support, sponsor, supervise, or endorse this activity, event, or information.”** provided in bold print and type point at least as large as the majority of the other print in the material. In addition, a name and telephone contact number shall be provided to the Superintendent or designee.

Non profit organizations must have evidence of granted tax exemption by the Internal Revenue Service. In support of equity for all students, any materials approved for distribution offering activities for which a fee is charged will provide scholarship information, if offered. The Superintendent or designee will establish an ongoing list of organizations approved for materials distribution or posting.

**DISTRIBUTION OF ADVERTISING AND PROMOTION FOR ORGANIZATIONS
OUTSIDE SANTEE SCHOOL DISTRICT (continued)**

The Superintendent, principal or designee may selectively approve or disapprove distribution of materials or publishing of copy based on the criteria listed below, but may not disapprove materials or copy in an arbitrary or capricious manner or in a way that discriminates against a particular viewpoint on a subject that would otherwise be allowed.

Criteria for Approval

The Superintendent or designee shall not accept for distribution any materials or advertisements that:

1. Are obscene, libelous or slanderous (Education Code 48907)
2. Incite students to commit unlawful acts, violate school rules or disrupt the orderly operation of the schools (Education Code 48907)
3. Promote any particular political interest, candidate, party or ballot measure, unless such materials are being distributed at a forum in which candidates or advocates from all sides are presenting their views to the students during school hours or during events scheduled pursuant to the Civic Center Act
4. Discriminate against, attack or denigrate any group on account of any unlawful consideration
5. Promote the use or sale of materials or services that are illegal or inconsistent with school objectives, including but not limited to materials or advertisements for tobacco, intoxicants, and movies or products unsuitable for children
6. Solicit funds or services for an organization, with the exception of solicitations authorized in Board policy
7. Distribute unsolicited merchandise for which an ensuing payment is requested

The Superintendent or designee also may consider the educational value of the materials or advertisements, the age or maturity of students in the intended audience, and whether the materials or advertisements support the basic educational mission of the district, directly benefit the students, or are of intrinsic value to the students or their parents/guardians.

Schools may establish additional criteria pertaining to the content of advertisements in school publications and yearbooks. Such criteria may limit advertisements to those that contain congratulatory or commemorative messages, curriculum-related content, advertisements for

**DISTRIBUTION OF ADVERTISING AND PROMOTION FOR ORGANIZATIONS
OUTSIDE SANTEE SCHOOL DISTRICT (continued)**

products or services of interest to students, noncontroversial content, and/or other content deemed appropriate by the school publication staff and adviser in accordance with law and Board policy.

Distribution of Commercial Materials/Advertising

School-sponsored publications, announcements, and other school communications may accept paid advertising except for that prohibited by law and administrative regulation. The Superintendent or designee may prohibit advertisements which are inconsistent with school objectives and do not reasonably relate to the educational purpose of school-sponsored publications. In addition, the Superintendent or designee may allow the distribution of promotional materials of a commercial nature within the parameters of law and administrative regulation but also may prohibit the distribution of materials that lack educational value or are not related directly to the school program.

Advertising copy may be solicited and prepared only to the extent that this process furthers the educational well-being of the students involved. Excessive solicitation of the same sources shall be avoided.

Students shall not be exploited to raise money, and time spent securing ads shall not infringe upon the school program.

Students shall not be required to view commercials during instructional time. Advertisements may be studied, however, as part of the consumer education curriculum.

Products and materials donated by commercial enterprises may be used in the classroom as long as they serve an educational purpose and do not unduly promote any commercial activity or products. Such materials may bear the name or logo of the donor. The use of such materials does not imply district endorsement of any identified commercial products or services.

The use of promotional materials or advertisements does not imply district endorsement of any identified products or services. Schools are encouraged to include a disclaimer in school publications and yearbooks stating that the school does not endorse any advertised products or services.

Distribution of Political Materials

The schools shall not distribute campaign materials pertaining to a candidate, party, or ballot measure. Campaign materials shall not be distributed on district property at any time other

**DISTRIBUTION OF ADVERTISING AND PROMOTION FOR ORGANIZATIONS
OUTSIDE SANTEE SCHOOL DISTRICT (continued)**

than at a forum in which candidates or advocates from all sides are presenting their views to the students during school hours, or during events scheduled pursuant to the Civic Center Act.

Legal Reference:

EDUCATION CODE

7050-7058 *Political activities of school officers and employees*

35160 *Authority of governing boards*

35160.1 *Broad authority of school districts*

35172 *Promotional activities*

38130-38138 *Civic Center Act*

48907 *Student exercise of free expression*

BUSINESS AND PROFESSIONS CODE

25664 *Advertisements encouraging minors to drink*

U.S. CONSTITUTION

Amendment 1, Freedom of speech and expression

COURT CASES

DiLoreto v. Downey Unified School District, (1999) 196 F.3d 958

Yeo v. Town of Lexington, (1997) U.S. First Circuit Court of Appeals, No. 96-1623

Henry v. School Board of Colorado Springs, (D.Col. 1991) 760 F.Supp. 856

Bright v. Los Angeles Unified School District, (1976) 134 Cal. Rptr. 639, 556 P.2d 1090, 18 Cal. 3d 350

Lehman v. Shaker Heights, (1974) 418 U.S. 298

Policy adopted: August 5, 2008
Policy reviewed: February 17, 2009

SANTEE SCHOOL DISTRICT
Santee, California

DISTRIBUTION OF ADVERTISING AND PROMOTION FOR ORGANIZATIONS OUTSIDE SANTEE SCHOOL DISTRICT

Outside organizations occasionally request district to display information in the schools and/or distribute materials to students. The Governing Board desires to promote positive relationships between the schools and community organizations. Just as community organizations can build support for the schools, the schools can cooperate with these groups under certain circumstances by publicizing services, special events and public meetings of interest to students and parents/guardians.

The Superintendent or designee may approve the distribution to students of materials prepared by organizations per Board Policy 1325.

Guidelines

Distribution of authorized materials to students in schools must be kept at a minimum to prevent undue interference with the instructional program. Therefore, the district has developed the following procedures for the manner of distributions:

There are three levels of approved flyer distribution, as follows:

Level 1. Community Organizations: Community Organizations is defined as local community organizations and official long-standing non-profit organizations in our greater San Diego Community such as the YMCA, City of Santee, Boys and Girls Club. Level 1 materials will be distributed directly to students.

Level 2. Flyers from Nonprofit organizations: Nonprofit organizations is defined as youth sports, community events, youth organization (Scouts), youth activities, family activities, performing arts opportunities, fitness opportunities, and other non-profit agency activities. Level 2 materials will be scanned and placed on the district web site for students and parents/guardians to access. The sponsoring organization may deliver a supply of materials to each school to be displayed in a rack and made available for students to pick up.

Level 3. Miscellaneous flyers: Level 3 materials will be scanned and placed on the district web site for students and parents/guardians to access.

Materials to be approved must be submitted to the Superintendent's Office a minimum of two weeks prior to the event deadline. Once received and approved, materials will be placed on the district web site by category. The sponsoring organization will be notified of approval and will be responsible to deliver Level 1 or Level 2 materials to each school site.

Hard copies of Level 2 flyers will be made available for a reasonable amount of time for parents/guardians and students to retrieve materials that may be of interest to them.