

SACRAMENTO CITY UNIFIED SCHOOL DISTRICT BOARD OF EDUCATION

Agenda Item# 9.10

Meeting Date: February 16, 2012

<u>Subject</u>: Revised Board Policy 1325 – Advertising, Promotion and Sponsorship

Information Item Only Approval on Consent Agenda Conference (for discussion only) Conference/First Reading (Action Anticipated: _____) Conference/Action Action Public Hearing

Division: Superintendent's Office

<u>Recommendation</u> Approve Revised Board Policy 1325 - Advertising, Promotion and Sponsorship.

Background/Rationale: The Governing Board desires to promote positive relationships between the schools and community organizations and to develop the framework for a potential revenue-generating partnership campaign. 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.

This policy was distributed to the following District Committees for review Student Advisory Committee (SAC) District Advisory Committee (DAC) English Learners Advisory Committee (DELAC) Parent-Teacher Association

Financial Considerations:

Through the implementation of revenue-generating partnerships, the district will be able

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I. Overview/History

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II. Driving Governan

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III. Budget:

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IV. Goals, Objectives

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VII. Lessons Learned/Next Steps W

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