

Draft

Manzanita Corporate Involvement Policy

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DRAFT
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Approved by Manzanita Middle School Board of Directors on:
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PURPOSE

The purpose of this document is to clearly state our goals regarding school-business relationships, to set guidelines that we will follow when entering into these relationships, and to build safeguards that will ensure we can create and maintain a safe, nurturing and diverse educational environment for our children.

~~This document will be prepared through consultation with teachers, parents and the school community.~~

We welcome business partners who are willing to make vital contributions to strengthening public education, who are committed to the community, and who understand that educators have an obligation to "protect the welfare of their students and the integrity of the learning environment".

GENERAL RULING PRINCIPLES

Positive school-business relationships will be ethical and structured in accordance with the following principles.

1. Corporate involvement must support ^{weeds!} Manzanita's mission and goals and in no way compromise them.
2. Partnerships will directly or indirectly promote, support, or contribute to the development of student learning, skills, interest or participation in school activities.
3. Partnerships shall benefit students and staff. Partnerships shall not exploit students.
4. The role of the private sector in shaping our goals shall not exceed that of any other sector or interest group.
5. Selling or providing access to a captive audience in the school to promote commercial interests shall not be a part of any agreement.
6. Any program of corporate involvement in the classroom shall meet an identified educational need. Programs will be evaluated for educational effectiveness by the teachers on an ongoing basis.
7. Any programs shall be open to all students who can appropriately participate, without being capped or limited in a manner that discriminates against any student or group of students.
8. Corporate involvement programs shall not limit the discretion of the teachers in the use of sponsored materials.
9. ^{weeds!} Manzanita will not partner with any business whose products or practices are detrimental to the health and well-being of children, students, communities, or the environment. We will only partner with equal opportunity employers.

APPROVAL PROCESS

Clear and Documented Goals

We believe that successful partnerships are built on trust, mutual respect between the contracting parties, and shared objectives.

A partnership agreement will clearly define the goals, expectations, and responsibilities of each party.

Evaluation

We will systematically evaluate partnership agreements to ensure they comply with this policy.

We will consider and review the overall character and effect of the partnership, the needs of students and the school, and the particular expertise and function of the business to determine if the corporate involvement is in keeping with our mission and our goals.

Items or situations that are not covered by this approval process or the specific guidelines will be considered ~~to be covered by the General Ruling Principles~~. Any substantial and critical decisions made regarding these items shall be recorded along with an explanation showing how the ruling principles were applied and how ethical and legal issues were addressed.

Involvement

Full discussion involving the board, school staff, parent groups and the prospective business partner shall take place before entering into the partnership.

Partnership agreements shall be reviewed by Manzanita's legal representative.

We will establish a Business Advisory Council that includes parent, student and board members to help involve businesses in the school, give directions to businesses on school needs, provide information about the school to business leaders, and help us understand the concerns of businesses regarding the schools.

Safeguards

Partnership agreements shall be for a specified and specific period of time.
Partnership agreements shall specify when they will be reviewed.

This policy must be amended and the new policy approved by the board and membership before Manzanita enters into any partnership that deviates from the current policy.

Disclosure

Prior to acceptance of a partnership, information describing and explaining the source of all contributions and donations shall be publicly posted.

Recognition

We shall recognize and commend business partners for their support of and contributions to our goals, programs and policies.

SPECIFIC GUIDELINES

Advertising

Corporate involvement shall not require students to observe, listen to, or read commercial advertising. It would be a violation of the public trust.

Logos/ Identification

Sponsor recognition and corporate logos shall be for identification rather than commercial purposes.

Identification will be carefully distinguished from advertising messages that urge students to purchase specific products or services. The size, placement and intent of any logos or identifying matter will be considered and evaluated.

Materials intended for classroom use

Curriculum and instruction are within the purview of educators. Materials intended for classroom use will be subject to rigorous examination.

Materials will be held to the same standards used for the selection and purchase of curriculum materials. Particular attention will be paid to: accuracy and completeness, objectivity, commercialism, bias and stereotyping.

Other Materials

Corporate donations of goods and services, including technology, will be distributed equitably.

Critical Analysis

Students, teachers, and other staff will engage in activities that enhance critical analysis skills to assist them in a critical analysis of curricular materials.

~~The Board up to judgement of
directors to accept donations~~

To be
reviewed
by attorney & prior
to submitting to
Gov. Board. ✓