

Office of Superintendent of Schools
Board Meeting of June 18, 2008

May 27, 2008

Ofelia San Pedro, Deputy Superintendent
Business Operations

Freddie Woodson, Associate Superintendent
School Operations

**SUBJECT: PROMULGATION OF NEW BOARD RULE: INITIAL
READING 6Gx13- 1A-1.151, ADVERTISING IN
SCHOOLS OR ON SCHOOL PROPERTY**

COMMITTEE: SCHOOL SUPPORT ACCOUNTABILITY

**LINK TO DISTRICT
STRATEGIC PLAN: STRENGTHEN BUSINESS AND OTHER COMMUNITY
PARTNERSHIPS FOR ASSISTANCE IN IMPLEMENTING
STRATEGIC PRIORITIES**

At the School Board meeting of January 16, 2008, Dr. Martin Karp, School Board Member, introduced Agenda Item H-10, directing the Superintendent to establish a program or criteria allowing public service announcements and/or advertising on designated school facilities, or, in the alternative, authorizing the Superintendent to initiate rulemaking proceedings in accordance with the Administrative Procedure Act to promulgate a new Board Rule that would set forth the specifics of such a program or policy.

An Advertising Opportunities Review Committee, consisting of representatives from the Office of Procurement Management, the School Board Attorney's office, School Operations/Athletics and Activities, Business Operations, Food and Nutrition, Marketing, and Elementary, Middle, and Senior high schools, was convened to discuss and develop the proposed rule.

Details of this item will be provided prior to the June 18, 2008, School Board meeting.

FW/OSP:pra

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