

Dr. Dorothy Bendross-Mindingall, Board Member

**SUBJECT: LICENSING AND PRODUCTION OF SCHOOL
ACTIVITIES, EVENTS, AND MERCHANDISING**

**COMMITTEE: INNOVATION, EFFICIENCY, AND GOVERNMENTAL
RELATIONS**

**LINK TO STRATEGIC
FRAMEWORK: STUDENT, PARENT, AND COMMUNITY ENGAGEMENT**

Miami-Dade County Public Schools works very hard to fulfill its charge to develop students into citizens who excel in local, national, and global arenas. The long list of innovators, groundbreakers, and trailblazers that we have to our credit substantiates this effort. One area where our district excels is in the development of exemplary student-athletes who leave the hallowed halls of our public schools to compete in collegiate and professional athletics.

To further this point, hundreds of our students signed letters of intent to attend dozens of colleges on athletic scholarships just this past school year alone. A recent report cited Florida as the second highest producer of NFL players and a 2010 report cited Miami as the second most noted city as the hometown of NFL players. ESPN recently featured Miami Jackson Senior High School and college football analyst Lee Corso, a Miami Jackson alumnus, in a segment this past summer about student-athletes returning to their *alma mater* decades after graduation. The segment highlighted the current student-athletes and allowed the school and students great exposure.

It is important that M-DCPS works to foster opportunities for our students to gain exposure in academics and athletics. We are fortunate, as the preceding states, to have the opportunity to work with one of the most talented group of students in the world. That talent is recognized in areas outside of South Florida and is further confirmed by the number of regionally and nationally televised M-DCPS athletic events in recent years and the increasing number of scholarships secured by our students each year.

We must protect the talent of our students to ensure that they receive the appropriate benefit for their effort. A portion of that includes ensuring that organizations that are interested in promoting events that involve our students or marketing products at our events are equitable in their consideration for the opportunity. However, within our efforts to work for more exposure for our students we must adhere to our ultimate mission of providing quality education and developing world-class citizens.

The district should review the policies and procedures related to event licensing and production, the exposure of our students through media outlets, and marketing and selling of school merchandise. To that end, this item proposes the establishment of a blue-ribbon panel, to include members from alumni associations, to gather information and review market data to assist in the development of a district-wide policy that is in the best interest of our students.

ACTION PROPOSED BY

DR. DOROTHY BENDROSS-MINDINGALL: That The School Board of Miami-Dade County, Florida, direct the Superintendent to create a blue-ribbon panel, including membership of administrators and alumni associations, to review the marketing and exposure of M-DCPS students and school merchandise to ensure that our students receive the appropriate benefit and opportunities for their talents and effort, and provide a report of the recommendations to the School Board at the April 2012 School Board meeting.