

Freddie Woodson, Deputy Superintendent  
District/School Operations

**SUBJECT: RECEIVE REPORT AND POLICY RECOMMENDATIONS REGARDING MARKETING SCHOOL MERCHANDISE AND ENSURING THAT OUR STUDENTS RECEIVE THE APPROPRIATE BENEFIT AND OPPORTUNITIES FOR THEIR TALENTS AND EFFORT**

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

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

At its meeting of November 22, 2011, the School Board approved Agenda Item H-15, as amended, proffered by Dr. Dorothy Bendross-Mindingall, Member, directing the Superintendent to review and develop a policy that addresses the marketing of school merchandise and the exposure of Miami-Dade County Public Schools students to ensure that students receive the appropriate benefits and opportunities for their talents and effort. The Superintendent was also directed to provide a report and such policy recommendations to the School Board at the April 2012 School Board meeting. District/School Operations, working with the Office of Public Relations, has developed a report, which is hereby submitted.

**RECOMMENDED:** That The School Board of Miami-Dade County, Florida, receive a report and policy recommendations on marketing of school merchandise and the exposure of Miami-Dade County Public Schools students to ensure that students receive the appropriate benefits and opportunities for their talents and effort.

FW:et

**REPORT AND POLICY RECOMMENDATIONS REGARDING THE MARKETING OF  
SCHOOL MERCHANDISE AND THE EXPOSURE OF MIAMI-DADE COUNTY  
PUBLIC SCHOOLS STUDENTS TO ENSURE THAT STUDENTS RECEIVE THE  
APPROPRIATE BENEFITS AND OPPORTUNITIES FOR THEIR TALENTS AND  
EFFORT**

**PREPARED BY DISTRICT/SCHOOL OPERATIONS AND  
THE OFFICE OF PUBLIC RELATIONS**

**APRIL 9, 2012**

### **THE NEED FOR MARKETING AND MERCHANDISE POLICY**

In recent years, Miami-Dade County Public Schools administrators have faced a number of difficult questions regarding marketing of school merchandise, advertising, and broadcasting of athletic events.

### **DIFFICULT QUESTIONS FACED BY DISTRICT AND SCHOOL-SITE ADMINISTRATORS**

- Determining the ownership of trademarks, copyrights, and school mascots
- Sale of clothing and other merchandise bearing designs related to schools by unauthorized dealers
- Monitoring the sale and distribution of counterfeit items
- Negotiating broadcasting contracts for school sports events
- Negotiating individual advertising contracts

### **MARKETING AND MERCHANDISING PROCEDURES AND POLICIES ALREADY IN PLACE**

- The school district follows The Manual of Internal Funds Accounting, which contains procedures and guidelines associated with all fund-raising activities.
- A contract review process for marketing school merchandise is in place. The School Board Attorney's Office has examined and will continue to assess proposals and subsequent contracts for the marketing of school merchandise.
- Advertising School Board Policy (9700.01 - ADVERTISING AND COMMERCIAL ACTIVITIES) was approved by the Board on August 4, 2008. The advertising policy contains procedures and guidelines that govern advertising at individual school sites, as well as district-wide third party advertising.
- A Request for Proposals (RFP) was issued regarding the broadcasting of school sports events. The district contacted multiple broadcast entities by mail, email, and telephone, to alert them of the RFP. District staff is currently assessing the response to the RFP.

### **RECOMMENDATIONS FOR STRENGTHENING POLICY**

- School Operations should communicate to schools the opportunity to market clothing and other items which contain the school's name and/or logo. The School Board Attorney's Office will review all contract proposals submitted by individual schools.
- School Operations, the General Accounting Department, and the School Board Attorney's Office should provide training for new administrators on booster club guidelines, marketing of school merchandise, and the advertising policy.
- The School Board Attorney's Office should prepare a presentation on trademark and copyright law for use by school staff.
- The School Board Attorney's Office, School Operations, and the Office of Public Relations should review all contracts for broadcasts of sporting events.