

Policy

BOARD OF EDUCATION
HORTONVILLE AREA SCHOOL DISTRICT

RELATIONS
9700 / Page 1 of 2

RELATIONS WITH SPECIAL INTEREST GROUPS

Any request from civic institutions, charitable organizations, or special interest groups which involve such activities as patriotic functions, contests, exhibits, sales of products to and by students, sending promotional materials home with students, graduation prizes, fund raising, and free teaching materials must be carefully reviewed to ensure that such activities promote student interests without advancing the special interests of any particular group.

It is the policy of the Board that students, staff members, and District facilities not be used for advertising or promoting the interests of any non-school agency or organization, public or private, without the approval of the Board or its delegated representative; and any such approval, granted for whatever cause or group, shall not be construed as an endorsement of said cause or group by this Board. All crowdfunding activities are subject to Policy 6605 – Crowdfunding.

No non-school affiliated group may use the name, logo, mascot, or any other name which would associate an activity with the District, without the specific written permission of the District Administrator. Additionally, no non-school affiliated group may use any assets of the District, including but not limited to facilities, technology, or communication networks without the specific written permission of the District Administrator.

School District Referendum Advocacy

This policy applies expressly to any outside organization's advocacy concerning School District referenda. Any such organization, whether advocating in favor or in opposition to a referendum question must clearly identify themselves as independent of the School District and may not, under any circumstances, use School District logos, mascots, slogans or other such items that are protected by or regularly used and identified with the District. Use of name, logo, or any assets of the District, including, but not limited to, facilities, technology, or communication networks, is prohibited without the specific permission of the District Administrator. School District officials may not advocate for a position on a referendum in any manner in which such advocacy is in the individual's capacity as a School District official or may reasonably be perceived as such. School District officials may always provide factual information concerning any referendum question.

Political/Commercial Interests

All materials or activities proposed by outside political or commercial sources for student or staff use or participation shall be reviewed by the District Administrator, educational contribution to part or all of the school program, benefit to students, and/or good taste and no such approval shall have the primary purpose of advancing the name, product, or special interest of the proposing group.

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**RELATIONS
9700 / Page 2 of 2**

The Board shall not permit the use of any type of educational material, program, or equipment in its curricular, co-curricular, or extra-curricular activities or at any time during the school day if such materials, programs, or equipment contain partisan political or commercial messages or are designed to persuade students or staff members to acquire a particular product or service offered by a named individual, company, organization, association, or agency. Professional staff may, however, utilize political materials or those provided by special interest-groups in adopted courses of study with the approval of the principal.

Prizes/Scholarships/Other Awards

The Board is appreciative of the generosity of organizations which offer scholarships, prizes, or other awards to deserving students in the District.

In the administration of scholarships, prizes, or other awards, the District shall not discriminate on the basis of race, color, religion, national origin, ancestry, creed, pregnancy, marital status, parental status, sexual orientation, sex (including gender status, change of sex, or gender identity), or physical, mental, emotional, or learning, disability (Protected Classes) in any of its student program and activities.

It will be the District's practice to provide all outside agencies and organizations notifications of the nondiscrimination policy in awarding prizes, scholarships, or other aids, benefits, or services.

The District will periodically review their procedures for awarding scholarships, prizes, and other awards. This review will require that the District's procedure does not discriminate on the basis of sex, race, color, national origin, or disability in the overall effect of the scholarships, prizes, and other awards given to students.

All funds generated by the sale of such school supplies shall be kept separate from other activity funds or other transactions of the Board.

118.125, Wis. Stats.

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