

Relations with Business Organizations

It is the policy of the Wallingford Board of Education to maintain a positive and mutually helpful relationship with members of the local business community and with all businesses, which seek to assist the Wallingford Public Schools. The board realizes, however, that many businesses wish to have their contribution to the school system recognized publicly. Accordingly, the board authorizes the administration to accept assistance from businesses if it is the administration's judgment that the assistance that would be rendered is a substantial enhancement for the educational program.

The following rules shall govern the acceptance of assistance from businesses.

- 1. Recognition of Businesses Providing Assistance** - The board grants the administration this discretion with the understanding that acceptance of assistance from businesses may require the school system to allow businesses to identify themselves as the providers of the assistance. No offers of assistance may be accepted, however, if they are accompanied by an overt attempt to persuade students to purchase specified products.
- 2. Advertising in School Publications** - However, the board does authorize advertising in student publications (e.g., newspapers and yearbooks) and programs for athletic events and other student activities provided that such advertising is consistent with the guidelines for the content of student publications found in policy IGDB – Student Publications.
- 3. Endorsement of Commercial Products** - It is also the policy of the Wallingford Board of Education not to endorse any commercial product. Acceptance of assistance from businesses, therefore, should not in any way be construed as an endorsement by the school system of the products sold and/or manufactured by that business.
- 4. Book Clubs** - Nevertheless, the board authorizes teachers to offer students the opportunity of participating in book purchasing clubs as long as such participation is voluntary for the students and provided that the teacher receives the permission of the building principal to offer such participation to the students. Parents must be notified in writing that participation is voluntary.

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