

Policy Subcommittee Minutes

5 May 2009

Called to order: 7:09 p.m.

Present: Pete Carson, Berta Erickson, Jim Frey, Dr. Alan Genovese

Guests: Janet Sheffield (GDEF, GDSTEM), Dorothy Dwyer (Curriculum, MS Science), Jon Boroshok (FloRo PTA), Carolyn Pisani (FloRo PTA), Kerry Figueroa (GDEF), Alice Anne Barbo (GDAY), Gary Hogle (GDSTEM)

Items of business:

1. Advertising - Recap from Public Hearing:
 - a. PTAs very concerned that restriction of use of logos would significantly impact the ability to fundraise
 - b. Further, need to use logos would cause PTAs to have to use direct mail and incur significant expense
 - c. Current policy language regarding qualification as “non-profit” only applies for volunteer organizations – this is considered too strict
 - d. There is not clear language to differentiate between posters in the school, on-line materials, and backpack distribution.
2. Policies Related to Pandemics
 - a. Mr. Carson researched and a proposed policy to cover Pandemics
 - b. Dr. G indicates that notification and regulations already in place due to state and national standards.
 - c. Immediate concern due to music bus trip to NYC – decision made to proceed, with special procedures added in case anyone gets ill.
3. Advertising – additional policy discussion
 - a. Discussion/conclusion: Use of logos are ok for partner organizations posting events and activities in the schools. If there are commercial sponsors, then logos cannot be used on posters in the schools, but can be used for other public postings, and can be used for clearly parent-targeted materials distributed via backpacks. “Encourage, if possible, that such materials should be folded or enveloped.”
 - b. Add policy language to set need for disclaimer, to be developed by administration, to represent whether or not materials are coming from the district or from partner organizations.
 - c. MOUs/MOAs would be used for each partnership, and will be the basis for establishing likely engagement with supporters and practices for acknowledgement in distributed materials.
 - d. All newsletters will be determined to be “from the school” and therefore should not include logos (beyond partner organization’s own logos) of any kind if they are to be distributed (physically) by the district.

- e. Partners would be allowed to use logos of sponsors on independent
- f. Regarding Nonprofit organizations, and distribution of materials – existing language
- g. GDSTEM Robotics – proposal on the table to create a Robotics class, changing it from a club activity and adding it to the curriculum. BEA Systems is the sponsor. Funding could be in danger if the policy is too strict. Proposed new language in the policy appears to allow this to be handled as a special case that can be approved specifically by the School Committee

Guiding Principles to Policy –

- 1. Logos in newsletters
- 2. Non profits
- 3. Special cases

Next meeting: Tuesday, May 12th; 7 p.m.

Respectfully submitted,

Jim Frey
Secretary