

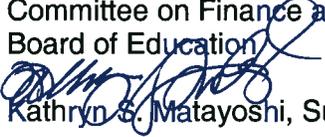


STATE OF HAWAII
DEPARTMENT OF EDUCATION
P.O. BOX 2360
HONOLULU, HAWAII 96804

OFFICE OF THE SUPERINTENDENT

November 1, 2011

TO: The Honorable Wesley Lo, Chairperson
Committee on Finance and Infrastructure
Board of Education

FROM: 
Kathryn S. Matayoshi, Superintendent

SUBJECT: Proposed Amendment of Board of Education Policy No. 6340 – Commercialism

1. RECOMMENDATION

It is recommended that the Board of Education approve the amendment of Board Policy No. 6340 to allow advertising in schools under certain conditions:

The proposed amendments would allow advertising on building walls and other public areas of schools and libraries, but not in classrooms and teaching areas. Advertising content must be consistent with the mission of public schools and libraries and promote positive behavior, educational activities, health and wellness, co-curricular activities, physical activities, and athletic events.

For example, a company might want to put up a sign saying "Study hard," or "Congratulations, graduates" along with its logo.

If the proposed amendments are adopted, the Department will develop procedures and more detailed guidelines for schools to follow.

2. RECOMMENDED EFFECTIVE DATE: Upon adoption by the Board

3. DISCUSSION

a. Background

(i) The policy was initially adopted by the Board on November 11, 2001 in response to a desire by the Board, recognizing the positive contribution to public education from business involvement in the school system, to provide guidelines for business involvement with schools including curriculum materials, allowable use of corporate logos, and advertising.

(ii) The policy was revised on December 12, 2007.

- (iii) In March 2011, at the recommendation of the then Board chair, the Board's Committee on Administrative Services, recognizing the reductions in funds available to schools because of the downturn in the economy, recommended, by a vote of 7-1, amending the policy further to allow school community councils and principals to seek additional funding from businesses advertising in schools, and provided that the revenue received from advertising be used for instructional programs and services of the public schools and public libraries.
- (iv) The next step following Board committee approval of amendments to a Board policy is to consult and confer on the proposed amendments with the three exclusive bargaining agents for Department employees.
- (v) The proposed amendments were initiated by the previous Board chair, not by the Department, and the Department was not consulted on the proposed amendments. However, subsequent to the vote of the Committee on Administrative Services, the Department has reviewed the proposed amendments and recommends that they be approved (see attached).
- (vi) The Department did not previously comment on the proposed amendments. Because the proposed amendments had not been forwarded to the unions for consult-and-confer, the Department is bringing the proposed amendments back to the current Board for its review, discussion, and disposal.

b. Arguments in support of the recommendation

Students will benefit if dollars raised through advertising are used to provide instructional and other supports to students and schools. There is already an abundance of corporate names and logos on campuses on reams of paper, computers, pencils, vehicles, etc. and on clothing and footwear worn by students and adults alike.

Messages and advertisements could generate interest in corporate partnerships with schools to promote curricular needs such as the need to be healthy, tips to stop bullying, and messages that promote college and career readiness in schools.

c. Arguments against the recommendation

Advertising influences the spending of students and parents. Students are exposed to advertising outside of school and should not be subjected to it at school.

KSM:RGM:ck

Attachment

c: The Honorable Donald G. Horner, Chairperson, BOE
Office of Fiscal Services
Office of School Facilities and Support Services