

Community Relations

BP 1700 (a)

RELATIONS BETWEEN PRIVATE INDUSTRY AND THE SCHOOLS

The Governing Board recognizes that private industry and the schools have a mutual interest in maximizing student achievement in order to prepare students to be productive citizens and contribute to the economic health of the community. The Board shall encourage local business involvement in efforts that support the core mission and goals of the district and promote the academic, social, and physical well-being of students.

(cf. 0000 – Vision)

(cf. 0200 – Goals for the School District)

(cf. 6142.3 – Civic Education)

(cf. 6142.4 – Services Learning/Community Service Classes)

The Board and the Superintendent or designee shall develop strategies to initiate business partnerships and shall communicate with business partners about district needs and priorities. The Superintendent or designee may assign district staff to coordinate community/business outreach efforts on behalf of the district and work to ensure equitable distribution of business involvement across all district schools.

(cf. 9000 – Role of the Board)

Business and industry and/or their representatives may support district schools and programs by:

1. Volunteering in the classroom or school, providing special instructional programs or assemblies, and serving as tutors or mentors for individual students

(cf. 1240 – Volunteer Assistance)

(cf. 1250 – Visitor/Outsiders)

2. Donating funds, products, instructional materials, or services that serve an educational purpose

(cf. 1260 – Educational Foundation)

(cf. 3290 – Gifts, Grants and Bequests)

(cf. 6161.1 – Selection and Evaluation of Instructional Materials)

(cf. 9270 – Conflict of Interest)

3. Purchasing advertisements in school-sponsored publications in accordance with law and Board policy

(cf. 1325 – Advertising and Promotion)

(cf. 3312 – Contracts)

4. Serving on advisory committees in order to provide business expertise or perspectives

(cf. 1220 – Citizen Advisory Committees)

(cf. 5030 – Student Wellness)

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5. Working with district staff to ensure the relevance and rigor of the district's career technical education program and providing work opportunities for students enrolled in these programs.

(cf. 5113.2 – Work Permits)

(cf. 6178 – Career Technical Education)

(cf. 6178.1 – Work Experience Education)

6. Engaging in other activities approved by the Superintendent or designee that are designed to increase student learning or support school operations

The Board urges employers to further support the schools by recognizing their employees' needs as parents/guardians, accommodating their needs for child care, and supporting their involvement with their children's schools.

(cf. 5020 – Parent Rights and Responsibilities)

(cf. 6020 – Parent Involvement)

The Superintendent or designee may publicly acknowledge the support of a business partner in district communications and/or endorse any commercial activity or products. He/she also may recommend Board commendation to those individuals and/or businesses that have made extraordinary contributions to the district.

(cf. 1150- Accountability)

The Superintendent or designee shall regularly report to the Board regarding the district's progress in establishing and sustaining business partnerships and the ways in which businesses have supported district commendation to those individuals and/or businesses that have made extraordinary contributions to the district.

(cf. 0500 – Accountability)

Legal Reference:

EDUCATION CODE

8070 Career technical education advisory committee

35160 Authority of governing boards

35160.1 Broad authority of school districts

41020-41037 Gifts and bequests

51760-51769.5 Work experience education

52300-52499.66 Career technical education

UNITED STATES CODE, TITLE 20

2301-2414 Carl D. Perkins Career and Technical Education Act of 2006, especially:

2354 Local plan for career technical education, business involvement

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Management Resources:

CSBA PUBLICATIONS

School-Based Marketing of Foods and Beverages: Policy Implications for School Boards, Policy Brief, March 2006

Maximizing School Boards Governance: Community Leadership, 1996

COUNCIL FOR CORPORATE AND SCHOOL PARTNERSHIP PUBLICATIONS

A How-To Guide for School-Business

NATIONAL ASSOCIATION OF STATE BOARDS OF EDUCATION PUBLICATIONS

Building Business Support for School Health Programs, 1999

WEBSITES

CSBA: <http://www.csba.org>

California Consortium of Education Foundations: <http://www.cceflink.org>

California Department of Education, Parents/Family and Community: <http://www.cde.ca.gov/ls/pf>

~~Council for Corporate and School Partnerships: <http://www.corpschoolpartners.org>~~

National Association of State Boards of Education: <http://www.nasbe.org>

Regulation

CSBA MANUAL MAITENANCE SERVICE

adopted: September 12, 2013

revised: