

## **Community Relations**

### **RELATIONS BETWEEN PRIVATE INDUSTRY AND THE SCHOOLS**

**BP 1700**

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. Working together as partners, business and the schools should seek to educate citizens who can contribute to the productive workforce on which our economy depends.

*(cf. 0000 - Vision)*

*(cf. 0200 - Goals for the School District)*

*(cf. 6142.3 - Civic Education)*

*(cf. 6142.4 - Service 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)*

Businesses 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 - Visitors/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)*

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3. Purchasing advertisements in school-sponsored publications or on school property 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)*

5. Working with district staff to ensure the relevance and rigor of the district's and College and Career Pathway's career technical education program.

6. Providing work-related opportunities, paid and unpaid, for students enrolled in these programs

*(cf. 5113.2 - Work Permits)*

*(cf. 6178 - Career Technical Education)*

*(cf. 6178.1 - Work Experience Education)*

7. Engaging in other activities approved by the Superintendent or designee that are designed to provide extended learning or support school operations that further the College and Career Pathway goals and objectives.

*(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 by allowing the use of the business name or logo on donated products or materials, but shall not unduly promote 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 - Commendation and Awards)*

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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 programs.

(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

41030-41037 - 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

#### Management Resources:

##### CSBA PUBLICATIONS

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

*Maximizing School Board Governance: Community Leadership, 1996*

##### COUNCIL FOR CORPORATE AND SCHOOL PARTNERSHIPS PUBLICATIONS

*A How-To Guide for School-Business Partnerships*

##### NATIONAL ASSOCIATION OF STATE BOARDS OF EDUCATION PUBLICATIONS

*Building Business Support for School Health Programs, 1999*

##### WEB SITES

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>

#### Policy

Adopted: September 12, 1995

Revised: May 22, 2014

PASADENA UNIFIED SCHOOL DISTRICT

Pasadena, California