

## **Student Participation in Contests, Advertising Campaigns and Promotional Activities**

University Place School District recognizes the compulsory nature of public education and the mandatory attendance requirements students face under state law. School programs exist to serve the educational needs of students and should not become environments wherein students or staff members are subjected to manipulation for commercial purposes. The use of school facilities, directories, publications and other school communications for advertising or promotions (including contests) by private commercial enterprises is generally prohibited.

Any club, association or other organization must have prior approval for students' participation in any contest, advertising campaign or promotion. Approval may be given by the superintendent's designee following recommendation by an advisor, teacher, program leader or coach and the supervising building principal based on the following criteria:

1. The objectives of the contest, campaign, or promotional activity shall be consistent with the district's goals and policies;
2. The proposed activity will have educational value to the participants and be free of objectionable promotion of the name, product or special interest of the sponsoring group; and
3. Participation by students will not interfere with their program of curricular or co-curricular activities.

Cross References:                      3220 - Freedom of Expression

Legal References:                      AGO 9503.00 1995 No. 3 Schools - Districts - Students - Religion - Use of School Districts' Facilities by Student Groups for Religious Purposes

Adoption Date: 10/24/18  
Classification: **Essential**  
Revised Dates: