



SACRAMENTO CITY UNIFIED SCHOOL DISTRICT BOARD OF EDUCATION

Agenda Item# 9.10

Meeting Date: February 16, 2012

Subject: Revised Board Policy 132 5 – Advertising, Promotion and Sponsorship

- Information Item Only
- Approval on Consent Agenda
- Conference (for discussion only)
- Conference/First Reading (Action Anticipated: _____)
- Conference/Action
- Action
- Public Hearing

Division: Superintendent's Office

Recommendation Approve Revised Board Policy 1325 - Advertising, Promotion and Sponsorship.

Background/Rationale: The Governing Board desires to promote positive relationships between the schools and community organizations and to develop the framework for a potential revenue-generating partnership campaign. Just as community organizations can build support for the schools, the schools can cooperate with these groups under certain circumstances by publicizing services, special events and public meetings of interest to students and parents/guardians.

This policy was distributed to the following District Committees for review
Student Advisory Committee (SAC)
District Advisory Committee (DAC)
English Learners Advisory Committee (DELAC)
Parent-Teacher Association

Financial Considerations:

Through the implementation of revenue-generating partnerships, the district will be able

Board of Education

Superintendent's Report

Revised Board Report
May 16, 2012

I. Overview/History

The Board of Education is pleased to present this report to the community. This report provides an overview of the district's performance and highlights key accomplishments. The Board is committed to ensuring the highest quality of education for all students and to maintaining a safe and supportive learning environment.

II. Driving Governance

The Board of Education is committed to driving governance through strategic planning and effective communication. This section outlines the key initiatives and goals that will guide the district's operations over the next year. The Board will continue to work closely with the Superintendent and the community to ensure that all decisions are made in the best interests of our students.

III. Budget:

The Board of Education has approved the budget for the upcoming fiscal year. This budget is designed to ensure that the district has the resources it needs to provide a high-quality education for all students. The Board will continue to monitor the budget closely and make adjustments as needed to ensure that the district remains on track to meet its financial goals.

IV. Goals, Objectives

The Board of Education has established several key goals and objectives for the upcoming year. These goals are designed to improve student achievement, enhance the quality of the curriculum, and ensure that all students have access to a safe and supportive learning environment. The Board will continue to work closely with the Superintendent and the community to ensure that all goals are met and that the district remains on track to achieve its long-term vision.

V. Major

The Board of Education has identified several major initiatives that will be a top priority for the upcoming year. These initiatives include improving student achievement, enhancing the quality of the curriculum, and ensuring that all students have access to a safe and supportive learning environment. The Board will continue to work closely with the Superintendent and the community to ensure that all initiatives are implemented effectively and that the district remains on track to achieve its long-term vision.

VI. Resu

The Board of Education is pleased to report that the district has made significant progress in achieving its goals and objectives over the past year. This progress is a result of the hard work and dedication of all staff members and the support of the community. The Board will continue to work closely with the Superintendent and the community to ensure that the district remains on track to achieve its long-term vision.

Board of Education Executive

Superintendent's Office

Revised 132
May 16, 2012

VII. Lessons Learned/Next Steps:

- x Update work
committee
- x Take work
meeting





