



ADMINISTRATIVE PROCEDURE

SAN DIEGO UNIFIED SCHOOL DISTRICT

NO: 4053

PAGE: 1 OF 5

CATEGORY: **Instruction, Curriculum Development**

EFFECTIVE: **2-27-80**

SUBJECT: **Nondistrict Instructional Programs,
Materials, or Services**

REVISED: **6-21-99**

A. PURPOSE AND SCOPE

1. To provide criteria for evaluation of community- or agency-sponsored instructional programs, materials, or services (including incentive programs) and procedures for approval or disapproval of their use in the schools.
2. This procedure includes specified noninstructional concerns (e.g., guidance).
3. **Related Procedures:**

Criteria for instruction and for adoption and use of instructional materials	4050
Materials for instructional use in schools, general	4500
Controversial issues in schools	4910
Distribution of literature and/or sales by nonstudents and community organizations	9350
School assemblies, K-6	4925
Partnerships in education	9610

B. LEGAL AND POLICY BASIS

1. **Reference:** Board policy: D-3000, D-6000, D-6700, F-1000, F-1050, F-1100, F-1500, F-2050, F-2110, F-2120, F-2130, F-5000, F-5300, F-8000.
2. **Board Policy**
 - a. San Diego Unified School District encourages the positive involvement of business and commercial entities in the support of instructional and extracurricular programs in district schools. The district believes that the adoption of formal guidelines for this involvement will lead to a more beneficial and orderly relationship and will be in the best interest of students.
 - b. In formalized "Partnerships in Education" which have been approved by the Board of Education, activities and materials which give visibility to the partner organizations are acceptable as long as they do not explicitly solicit business for the organization (see Procedure 9610).
3. **Free Materials.** Commercially sponsored or free materials for instructional use must meet the same criteria applied to materials purchased by the district (see Procedure 4050).
4. **District Endorsements.** The district, its schools, and its employees shall not recommend any single commercial product or service, nor aid in distributing literature or publicity endorsing or recommending such a product or service (see Procedure 9350).

C. GENERAL

1. **Originating Office.** Suggestions or questions concerning this procedure should be directed to Instructional Materials Services, Educational and School Services Department, Institute for Learning.
2. **Use of Nondistrict Instructional Programs, Materials, or Services.** Programs and services provided by agencies from the community can be of valuable assistance to the instructional program. Many of these requests are submitted directly to central administration; however, teachers and site administrators also may request these programs and services if they consider them appropriate for their instructional program and classroom schedule. The criteria listed in C.4. and C.5. below are proposed to assist with evaluation of requests by community organizations and agencies to provide services or classroom presentations on campus to elementary and secondary school students either during or outside the instructional day. Criteria would apply to, but would not be limited to, such programs as the instructional program, tutoring service, counseling and guidance services, activities related to integration (e.g., human relations), incentive programs, and other educational programs.
3. **Incentive Programs.** Responsibility for review of requests to conduct incentive programs will be charged to a subcommittee of staff and community from the Interdivisional Curriculum Committee. Participation in approved activities will be voluntary on the part of individual schools.
4. **General Criteria for Evaluation of Nondistrict Instructional Programs, Materials, or Services.** (See C.5. for criteria for specific evaluation of incentive programs sponsored by nondistrict commercial entities.) In addition to district procedures referenced in A.3., the following criteria are to be used in evaluating a request to provide programs and services:
 - a. Participation in the program is closely related to the overall district program.
 - b. The program or service meets an identified educational need of the school or group of schools.
 - c. The philosophy of the program or service offered supports and is in accord with district standards, goals and priorities. (Proposals involving controversial issues, individuals, or organizations must be considered under provisions of Procedure 4910.)
 - d. The experience and training of personnel involved indicate skill and competency to provide the proposed program or service; agency personnel must meet district health requirements.

- e. Provision of the agency program or service will not result in on-going assignment responsibilities to site staff, nor will commitments be made for the service for subsequent years.
 - f. Instructional materials to be used have been reviewed and approved by appropriate curriculum directors or program managers.
 - g. The program or materials used do not publicize the sponsoring organization or agency, or its services, *unless specifically approved by the Board of Education*.
 - h. The program or service does not displace or duplicate district-offered programs or services; supplemental service is considered appropriate.
 - i. The program or service does not require district physical facilities or equipment beyond that which is regularly available.
 - j. Organizations and agencies will not conduct surveys, evaluative interviews, testing, or any assessment of students or parents at school as a part of the program or service, except as approved by the site principal and the district's Research Proposal Review Panel (see Procedure 4930).
5. **Criteria for Evaluation of Incentive Programs Sponsored by Nondistrict Commercial Entities.** For incentive programs sponsored by a nondistrict commercial entity (e.g., a business provides coupon awards for reading a specified number of books or for completion of specified projects), the incentive program shall:
- a. Require a minimum of student and staff time. (This considers cumulative impact as well as time associated with the conduct of a single event or activity.)
 - b. Utilize activities or materials which are appropriate for use in the public schools and support the school's instructional program.
 - c. Support the instructional goals of the district.
 - d. Be age-appropriate for the selected group of students.
 - e. Be free of any requirement for future purchase by the school, student, or family.
 - f. Not endorse specific products or services. (While a vendor may not represent district endorsement of the product, incidental use of nonspecific advertising, such as a business logo, is not prohibited.)
 - g. Not solicit business for the program's sponsor.
 - h. Not expose the district to increased liability.

- i. Provide an opportunity for participation by competing enterprises to avoid creating the implication of a "monopoly."
- j. Provide an opportunity for participating schools to enhance public relations in the community.
- k. Make use of materials and activities which are free of bias in the treatment of ethnic minorities and gender.

D. IMPLEMENTATION (See C.3. regarding incentive programs.)

- 1. **Organization or agency representative** provides written request to school.
- 2. **School**
 - a.. Reviews request to schedule program or service offered by an organization or agency.
 - b.. Site principal signs request (if approved) and sends a copy to school's instructional leader, Institute for Learning.
- 3. **Instructional Leader, Institute for Learning**
 - a. Reviews request with school personnel as needed.
 - b. Refers request to appropriate curriculum subject area manager for recommendation if request affects program or curriculum content materials.
 - c. Recommends approval or disapproval and advises school principal.
- 4. **Curriculum subject area director or designee** reviews and evaluates impact of request on curriculum content or materials.
- 5. **Principal** apprises community organization or agency of action taken on its request.

E. FORMS AND AUXILIARY REFERENCES

F. REPORTS AND RECORDS

G. APPROVED BY



Chief of Staff, Terrance L. Smith
For the Superintendent of Public Education