

2001 SESSION

INTRODUCED

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HOUSE BILL NO. 2395

Offered January 10, 2001

Prefiled January 10, 2001

A BILL to amend the Code of Virginia by adding a section numbered 22.1-89.4, relating to commercial, promotional and corporate partnerships and sponsorships relating to public schools.

Patrons—Tata, Blevins, Jackson and Keister; Senator: Potts

Referred to Committee on Education

Whereas, commercial activities have increased significantly in schools during the past decade; and Whereas, most school officials and parents agree that corporate and business involvement in education is desirable and that the contributions of business and industry have made many activities into reality that would not otherwise have been possible; and Whereas, some ethical questions have, however, arisen concerning apparel companies and others and their influence on the lifestyles and choices of young people; and Whereas, incidents in other states have made it clear that the time has come to clarify the rules on such activities; and Whereas, the Commonwealth wishes to nurture and encourage its business and industry community to become involved in and to contribute to its public schools in appropriate and positive ways; and Whereas, in order to protect the school divisions and students of Virginia from any unwanted influences and to avoid the difficulties that have occurred in other states while stimulating desirable business and industry involvement, Virginia school boards must develop policies on these issues designed to meet their local needs, circumstances, and standards; now, therefore,

Be it enacted by the General Assembly of Virginia:

1. That the Code of Virginia is amended by adding a section numbered 22.1-89.4 as follows:

§ 22.1-89.4. Certain policy required.

Each school board shall develop and implement, and may, from time to time, revise, a policy relating to commercial, promotional, and corporate partnerships and sponsorships relating to the schools supervised by the school board. Such policies may require, when appropriate, one or more public hearings on such activities or agreements.

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