

POLICY-KHB

Related Entries: KD, AD
Responsible Office: Office of the Superintendent

Advertising and Marketing

I. PURPOSE

This policy establishes guidelines for advertising and marketing within Las Cruces Public Schools to ensure that all promotional activities align with the district’s educational mission, values, and community interests.

II. POSITION

This policy applies to all advertising and marketing efforts conducted within district schools, facilities, digital platforms, and publications, including those by external organizations, vendors, and partners.

III. GENERAL GUIDELINES

- A. Educational Alignment: All advertising and marketing materials must support or be consistent with the district’s mission, values, and educational objectives.
- B. Appropriate Content: Advertisements must be age-appropriate, non-disruptive and free from content related to alcohol, tobacco, drugs, gambling, weapons or any content that could be considered discriminatory or offensive.
- C. Approval Process: All advertisements must be reviewed and approved by the superintendent or designated district official before placement in district-affiliated spaces.
- D. Sponsorships and Partnerships: The district may engage in sponsorships or partnerships with external organizations that align with educational goals and provide benefits to students and the school community.
- E. Lease Agreements: Las Cruces Public Schools may enter into a lease agreement with a commercial advertiser for the use of any designated advertising space. The contract must include the time schedule permitted for placement and removal of the advertisement, the terms of the agreement, the rental amount and the signatures of authorized parties.
- F. Use of District Name and Logo: The district name, logo or any school-related logo, mascot or related branding may not be used in advertising without prior written permission from district administration.

- G. Student Privacy: Advertising and marketing efforts must comply with all student privacy laws, including the Family Educational Rights and Privacy Act (FERPA).
- H. Las Cruces Public Schools will not allow for the collection or use of student data without proper authorization.

IV. ADVERTISING VENUES

- A. School Facilities and Events: Limited advertising may be allowed in school facilities, athletic fields and events, including digital marquee and video boards, subject to district approval.
- B. Digital and Print Publications: Advertising in district websites, newsletters or other communications must adhere to content guidelines and be clearly distinguished from editorial content.
- C. Sponsorship Recognition: Sponsors may be acknowledged in district-approved formats, including announcements, banners, event programs and official publications, but may not directly influence curriculum or instruction.

V. PROHIBITED ADVERTISING

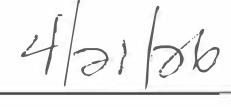
The District strictly prohibits advertising that:

- A. Promotes religion, political candidates or specific political ideologies.
- B. Encourages behavior that contradicts school policies or public health recommendations.
- C. Exploits students or their families for commercial gain.

Violations of this policy may result in the removal of advertising content and loss of future advertising privileges. The district reserves the right to amend or revoke any advertising agreements if they are found to be inconsistent with our educational priorities.

VI. REVIEW

This policy will be reviewed on an ongoing basis in accordance with the Board of Education's review process.

Approved, Board of Education, President

Date

Legal Reference:

History: approved 4.21.26