

**FRESNO COUNTY SUPERINTENDENT OF SCHOOLS  
FRESNO COUNTY BOARD OF EDUCATION****Community Relations  
RELATIONS WITH PRIVATE INDUSTRY**

The County Superintendent and County Board recognize that private industry, the County Superintendent, and the County Board have a mutual interest in maximizing student achievement in order to prepare students to be productive citizens and contribute to the economic health of the community. The County Superintendent and County Board shall encourage local business involvement in efforts that support their core mission and goals and promote the academic, social, and physical well-being of students throughout Fresno County.

The County Superintendent and the County Board may develop strategies to initiate business partnerships and may communicate with business partners about their needs and priorities. The County Superintendent or designee may assign staff to coordinate community/business outreach efforts and work to ensure equitable distribution of business involvement across all programs of the County Superintendent.

Businesses and industry and/or their representatives may support schools and programs operated by the County Superintendent by:

1. Volunteering in the classrooms or at County Superintendent events, providing special instructional programs or assemblies, and serving as tutors or mentors for individual students.
2. Donating funds, products, instructional materials, or services that serve an educational purpose.
3. Purchasing advertisements in school-sponsored publications or on school property in accordance with law and Superintendent and Board policy.
4. Serving on advisory committees in order to provide business expertise or perspectives.
5. Working with County Superintendent staff to ensure the relevance and rigor of the career technical education programs and providing work opportunities for students enrolled in these programs.
6. Engaging in other activities approved by the County Superintendent or designee that are designed to increase student learning or support County Superintendent operations.

The County Superintendent and County Board urge employers to further support public education by recognizing their employees' needs as parents/guardians, accommodating their needs for child care, and supporting their involvement with their children's schools.

The County Superintendent or designee may publicly acknowledge the support of a business partner in communications and/or by allowing the use of the name and/or logo of the County Superintendent on donated products or materials, but shall not unduly promote or endorse any

**FRESNO COUNTY SUPERINTENDENT OF SCHOOLS  
FRESNO COUNTY BOARD OF EDUCATION**

commercial activity or products. The County Superintendent and/or County Board also may make commendation to those individuals and/or businesses that have made extraordinary contributions to the County Superintendent, County Board, or Fresno County public schools.

Adopted: 11/18/2010

Amended: 10/18/2018

**Legal Reference**Education Code

8070 Career technical education advisory committee

35160 Authority of governing boards

35160.1 Broad authority of school districts

41030-41037 Gifts and bequests

51760-51769.5 Work experience education

52300-52499.66 Career technical education

United States Code, Title 20

2301-2414 Carl D. Perkins Career and Technical Education Act of 2006, especially 2354 Local plan for career technical education, business involvement

**Management Resources**CSBA Publications

School-Based Marketing of Foods and Beverages: Policy Implications for School Boards, Policy Brief, March 2006

Maximizing School Board Governance: Community Leadership, 1996

Council for Corporate And School Partnerships Publications

A How-To Guide for School-Business Partnerships

National Association of State Boards of Education Publications

Building Business Support for School Health Programs, 1999

Websites

CSBA: <http://csba.org>

California Consortium of Education Foundations: <http://www.cceflink.org>

California Department of Education, Parents/Family and Community: <http://www.cde.ca.gov/ls/pf>

Council for Corporate and School Partnerships: <http://www.corpschoolpartners.org>

National Association of State Boards of Education: <http://www.nasbe.org>