COMMUNITY RELATIONS

Public and Private Partnerships with the School Division

I. The Prince William County Public Schools Education Foundation

The Prince William County School Board has entered into an agreement with the Prince William County Public Schools Education Foundation (also known as SPARK) for the purpose of implementing and funding innovative projects intended to enhance the educational opportunities for students. Business and community organizations, or individuals, may provide resources, funding, and sponsorships for such projects through SPARK, which works in collaboration with the School Division's Office of Community and Business Engagement.

II. Other Partnerships

Interested businesses, community groups, or individuals may also form partnerships directly with the School Division through the Office of Community and Business Engagement.

A. Approval of Partnerships/Sponsorships

All public/private partnerships and/or sponsors shall be approved by the Associate Superintendent for Communications and Technology Services (or designee) and shall meet the following requirements:

1. Complete a Prince William County Public Schools (PWCS) Partnership Agreement (Attachment I to this regulation);

2. Have a business location within Prince William County, or have a business location in the United States and regularly do business in Prince William County, or be a governmental, charitable, or civic organization;

3. Not have as a major component of the business any activity, service, or product which is illegal to sell or provide to minors because of their age (however, restaurants and markets which sell alcohol secondarily to food sales may be eligible);

4. Not be a candidate for public office, a political party, lobbying organization, or a political action committee; and
5. Not promote or be identified with any cause or controversy that could result in detriment to the School Division or undermine the basic educational mission of PWCS.

B. Sponsorship Recognition

For the purposes of recognizing business and community partners for their contributions, the Associate Superintendent for Communications and Technology Services (or designee) shall establish monetary sponsorship levels for the recognition of such partners in all School Division media (e.g., individual school websites, PWCS website, PWCS-TV, publications, banners). All sponsorship monies collected shall be used only for approved partnership initiatives. Sponsorships must be renewed by the community or business partner, on a yearly basis, for recognition to continue.

Depending on the level of sponsorship, recognition of viable business and community partners may include use of the sponsor's logo and/or linking directly to the sponsor's website. In order to be considered a viable partner, the core mission and activities of any business or community partnership must offer an educational focus.

The Associate Superintendent for Communications and Technology Services (or designee) and the Level Associate Superintendents are responsible for implementing and monitoring this regulation.

The Associate Superintendent for Communications and Technology Services (or designee) is responsible for reviewing this regulation in 2018.
Sample Partnership Agreement

On __________________ (Date), _______________ (Name of Business) and Prince William County Public Schools entered into a partnership agreement through the Community and Business Engagement Office to enhance the education of PWCS students by sharing cumulative knowledge, skills, and resources which will positively impact student achievement, work readiness, and community involvement.

Specifically, _______________ (Name of Business) will provide:

1. List the agreed upon activities. Under each activity list the outcome measurement that will be used during the evaluation period of this partnership.

Specifically, Prince William County Public Schools will provide:

1. List the agreed upon activities. Under each activity list the outcome measurement that will be used during the evaluation period of this partnership.

Specifically, the Community and Business Engagement Office will provide:

1. Any promotional materials needed for either partnership agreement signings or recognition events.
2. Pictures of the working partnership on Prince William County Public Schools (www.pwcs.edu) website.
3. Organizational support throughout the partnership.
4. Evaluation of the partnership as requested by either partner.
5. Inclusion of the partnership in the Community and Business Office database and Annual Report to Prince William County School Board and to the community-at-large.

*All documents, including flyers and brochures, that are distributed in our schools must include the language, “These materials are neither sponsored nor endorsed by PWCS.”

**PWCS is a site-based School Division and the final decision to distribute your materials lies with each individual school principal.

_______________________________   ________________________________
Representative       Representative
Community/Business Partner    Prince William County Public Schools