

May 20, 2020

Chief School Management and Instructional Leadership Officer

Furnishing School Book Covers/Folders for SY21

TO: All Staff  
FROM: Anissa Dennis, Chief School Management and Instructional Leadership Officer

I. General Principles

- A. Under the current conditions and not being able to conduct business as usual, we are confirming that J.M. Gaske, will be the company to furnish the textbook covers and/or folders, at no cost to the schools or school system, for SY21. This decision was made with consideration to the many years of experience with this company combined with proven quality products and service.
- B. Advertising of alcoholic products, advocating smoking in any form, seeking political office, offensive or otherwise inappropriate graphics, or conveying messages considered not in "good taste" will not be permitted.
- C. Paper and printing of textbook covers and folders must be of the same approved quality as provided in SY20.
- D. Principals may not be requested to suggest possible advertisers.
- E. It is the responsibility of each principal to control the distribution of textbook covers/folders to pupils under his/her jurisdiction. The textbook covers/folders will be equally available to all students through the office of the principal.
- F. Products to be supplied at no cost to the school system or students.

II. Procedures

- A. Criteria for the folders/book covers, same as SY20.
  - 1. Quality of paper
  - 2. Appropriateness of cover design
  - 3. Nature of ads to be included
- B. Upon receipt of letter from J.M. Gaske describing service to be provided, a letter of approval for service was provided.
- C. The Chief School Management and Instructional Leadership Officer, or designee, will furnish principals with a copy of the letter of approval and will constitute authorization to receive the optional service for the free book covers/folders for the ensuing year.

- D. J.M. Gaske will work with the individual schools to confirm any specific requests related to identification of the school, i.e. its colors, mascot, etc. along with their school policy information for folder interior, if used. A list of school contacts will be provided.
- E. All textbook covers/folders furnished shall be packaged by the supplier and delivered to each school. Textbook covers/folders must be delivered **no later than August 10, 2020**.
- F. All covers/folders shall be packed in individual cartons for each school. The name of each school shall be clearly marked on each carton.
- G. Distribution of textbook covers/folders shall be from each school office, as directed by the principal.
- H. If for any reason a principal wishes to restrict the distribution of textbook covers/folders, as discussed in these principles and procedures, he/she shall make the recommendation to the Chief School Management and Instructional Leadership Officer or designee in writing, citing the reason.