

April 5, 2018

Chief School Management and Instructional Leadership Officer

Furnishing School Book Covers/Folders

TO: All Staff  
FROM: Frank V. Eastham, Jr., Chief School Management and Instructional Leadership Officer

I. General Principles

- A. Individuals, companies, and organizations wishing to furnish textbook covers and/or folders to the Howard County Public School System shall make a written request to the Chief School Management and Instructional Leadership Officer or designee and shall secure approval of the general quality and design detail of the covers.
- B. Advertising of alcoholic products, advocating smoking in any form, seeking political office, or conveying messages considered not in "good taste" will not be permitted.
- C. Paper and printing of textbook covers must be of approved quality.
- D. Principals may not be requested to suggest possible advertisers to those wishing to furnish textbook covers to the schools.
- 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. In the event that it appears in the best interests of the Howard County Public School System, a proposal for furnishing book covers/folders may be rejected.

II. Procedures

- A. Any individual, company, or organization wishing to furnish textbook covers/folders to students in the Howard County Public School System shall first submit a written request to the Chief School Management and Instructional Leadership Officer or designee. The request shall contain:
  - 1. A sketch of the book cover/folder
  - 2. Identification of the supplier
  - 3. The general nature of the ads to be included
  - 4. A sample of the paper to be used
  - 5. The names of the schools for which the supplier will agree to furnish book covers/folders in sufficient quantity to provide five covers per student. The request for approval shall be in the hands of the Chief School Management and Instructional Leadership Officer or designee **no later than April 27** of the school year for which the textbook covers are to be supplied.
- B. The Chief School Management and Instructional Leadership Officer or designee shall acknowledge receipt of each request **no later than May 4**.

- C. Criteria for the folder
  - 1. Quality of paper to be used
  - 2. Appropriateness of cover design
  - 3. Nature of ads to be included
  - 4. Company's record of performance
- D. Each textbook cover/folder supplier who submits a request shall receive prompt notice.
- E. The Chief School Management and Instructional Leadership Officer or designee will furnish principals with copies of letters of approval and will constitute authorization to receive and distribute the book covers/folders for the ensuing year. These letters will be sent prior to **May 9**.
- F. Each school principal may submit to the Chief School Management and Instructional Leadership Officer or designee any specific requests related to identification of the school, i.e. its colors, mascot, etc.
- G. The Armed Forces of the United States shall be permitted to furnish textbook covers/folders to schools without restriction.
- H. All textbook covers/folders, furnished by any agent, shall be packaged by the supplier and delivered to each school. Textbook covers/folders must be delivered **no later than August 7** of the school year during which their use is intended.
- I. All covers/folders shall be packed in individual cartons for each school. The name of each school shall be clearly marked on each carton.
- J. Distribution of textbook covers/folders shall be from each school office, as directed by the principal.
- K. 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.