

May 13, 2019

Chief School Management and Instructional Leadership Officer

Furnishing School Book Covers/Folders

TO: All Staff
FROM: Monifa McKnight, Ed.D., 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, offensive or otherwise inappropriate graphics, 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.
- G. Products to be supplied at no cost to the school system or students.

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 May 20** for 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 22**.
- 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 the optional service and distribute the book covers/folders for the ensuing year. These letters will be sent prior to **May 24**.
- F. Individuals, companies, and organizations approved to furnish textbook covers/folders 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.
- 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 9** 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.