

Midway Independent School District

13885 Woodway Drive | Woodway, Texas 76712
www.MidwayISD.org



Midway ISD is fortunate to enjoy the support of local businesses, and we are grateful for their help. However, while it is understandable that local businesses would like to have access to our children and their families, we must remain focused on our primary mission of educating children. In order to create an equitable opportunity for the district and local businesses to work together for the benefit of staff and students, the following levels of promotion are now available to our corporate and community partners.

1. Distribution of Materials to Students or Staff

A business or nonprofit organization* may request that flyers, brochures, or other small handouts be “made available” to the students and staff of one or more campuses. Typically, flyers for students are left on the display in the reception area of the campus or on a table in the gym; materials will not be distributed to each student. Promotions directed to staff members are placed or posted in the teacher’s central workroom or mailroom but are not placed in teacher mailboxes. Companies that wish to access this free service must receive approval from the district prior to distribution and must supply all copies delivered directly to each campus front office with a copy of the approval form. To submit flyer copy for approval, download and submit the form found at <http://www.midwayisd.org/Page/16820>.

- *Nonprofit organizations whose funds are exclusively given to a Midway ISD entity may distribute communication at any campus. This includes PTAs and Booster Clubs, and no special forms are needed. All other nonprofit organizations, even those who donate a portion of their funds to MISD students or staff, are subject to the aforementioned guidelines.

Exceptions and Opportunities:

- To provide coupons for student incentive programs, contact the campus principal directly. If accepted, distribution will be conducted by staff members only and at the discretion of the principal.
- To advertise in the Midway High School Panther Post newspaper, contact Jamie.Beavers@midwayisd.org.
- For athletics advertising, contact the Athletics Secretary Susan.Brewer@midwayisd.org (for ads at facilities or vendor requests) or contact booster clubs directly (for program ads and fundraiser opportunities).

2. District-wide Promotion to Students/Parents

Corporate-sponsored fundraising events benefiting the Midway ISD Education Foundation (water park discount tickets, portion of sales fundraising nights, etc.) can be promoted district-wide through flyers sent home directly with children, flyers in staff mailboxes, emails or other electronic communication. All printed materials must be provided by the corporation. Fundraiser details will also be posted on Edmodo, the staff online forum, as well as the Facebook pages for Midway ISD and the Midway ISD Education Foundation. The fundraiser will be included in a “News to Know” email that is sent at least monthly to MISD staff during the active dates of the promotion.

Fundraisers are subject to approval by the Education Foundation Executive Director. The corporation hosting the fundraiser must guarantee at least \$500 in contributions to the Education Foundation to be raised through the program or the corporation will donate an amount equal to or more than \$500 in total funds collected. These fundraisers are subject to approval in advance by the Education Foundation Executive Director (Suzi.Pagel@midwayisd.org.).

Exceptions and Opportunities:

- Nonprofit organizations whose funds are exclusively given to a Midway ISD entity may distribute communication at any campus. This includes PTAs and Booster Clubs, and no special forms are needed. All other organizations, even those who donate a portion of their funds to MISD students or staff, are subject to the aforementioned guidelines.
- To advertise in the Midway High School Panther Post newspaper, contact Jamie.Beavers@midwayisd.org.
- For athletics advertising, contact Susan.Brewer@midwayisd.org.
- To recruit volunteers for community service hours, email text and/or jpg format ad to Traci.Marlin@midwayisd.org for Facebook and Twitter.

3. Presentations or Distributions to Students

No marketing may take place on campuses during school hours. This is not allowed in any form during school hours. Outside of school hours, the company must rent the facility in order to have a physical presence on campus.

Exceptions and Opportunities:

- U.S. Code Title 36 organizations may be permitted to have a booth or display table at events that are outside of school hours. Approval is at the discretion of the campus principal.
- School-appropriate corporate mascots (e.g. H-E-B Buddy, Texas Roadhouse Andy Armadillo) may attend community events on campus held outside of school hours with the approval of the campus principal. Contact the campus principal directly for arrangements.

4. Promotions to Staff

Companies offering special discounts or promotions to MISD staff members may submit school-appropriate information to be posted on the Edmodo Buy & Sell Board, the staff online forum. Please email ad copy in jpeg or PDF format to tracey.upshaw@midwayisd.org. Or, any Midway staff member may post school-appropriate solicitations to the Edmodo Buy & Sell Board on your behalf without prior approval.

Exceptions and Opportunities:

- With principal approval, a vendor may leave a catalogue in a designated area, or set out items for faculty to purchase as long as the following guidelines are followed: (1) the sales person has no personal contact with the staff; (2) the display does not require a staff person to remain in the area with the goods; and (3) the display does not take up valuable work space for a prolonged period of time to display items for sale.

5. Free Items/Gifts for Staff

Companies offering FREE items or promotions for MISD staff members may deliver gifts directly to campuses. These items will be placed in teacher's mailboxes or in a central workroom. Companies must receive approval from the district prior to distribution and must supply all copies/products delivered directly to each campus front office with a copy of the approval form. To submit flyer copy for approval, download and submit the form found at <http://www.midwayisd.org/Page/16820>.

- NOTE: This offer is for free items only; “buy one/get one” or other discounts do not qualify for this option. The staff member must be able to redeem the coupon or gift card without spending money at the business.

6. Electronic Distribution to Staff

By partnering with the Midway Education Foundation, a company may host a fundraiser designed to provide specials for our staff. The fundraiser can include a discount for employees, with a portion of the sale going to the district-wide Midway ISD Education Foundation. The corporation must be guarantee at least \$250 in contributions to be raised through the program or the corporation will donate an amount to equal no less than \$250 in total funds collected. These special discounts will be posted on Edmodo, the staff online forum, as well as the Facebook pages for Midway ISD and the Midway ISD Education Foundation, if applicable. The special will also be included once in a “News to Know” email that is sent monthly to MISD staff. These fundraisers are subject to approval in advance by the Education Foundation Executive Director (Suzi.Pagel@midwayisd.org).

7. Presentations to Staff Members

No marketing may take place on campuses during school hours. This is not allowed in any form during school hours unless approved by the superintendent or designee. Outside of school hours, the company must rent the facility in order to have a physical presence on campus.

Exceptions and Opportunities:

- Midway Mind & Body Expo: The first day that staff return to work in August, Midway hosts an expo for staff members to browse booths of community businesses and organizations. A donation is required. To sign up for the next Midway Mind & Body Expo, contact Sandy.Crager@midwayisd.org.
- Meeting Sponsorship: A campus principal may be open to sponsorships for staff meetings. The sponsor would provide food, funds, or giveaways for staff members in exchange for a booth presence before or after the meeting or to distribute information directly to staff members. This does not include a presentation to staff. The meeting must be outside of school hours. To arrange sponsoring a meeting, businesses must contact the principal directly and receive approval from the district development office (Suzi.Pagel@midwayisd.org). Meeting sponsorships are at the discretion of the principal.
- Professional development opportunities (e.g. higher education degree programs) may be emailed directly to staff members. To obtain an email list, submit a public information request to Traci.Marlin@midwayisd.org.
- Health and wellness discounts may be emailed directory to staff members. Send promotion information to Jeanie.Johnson@midwayisd.org for inclusion in staff health newsletters.

Quick Reference Guide

1. Distribution of Materials to Students or Staff

Fill out form on following page. Email materials to Tracey.Upshaw@midwayisd.org for approval.

2. District-wide Promotion to Students/Parents

Email Suzi.Pagel@midwayisd.org to make arrangements for a fundraiser.

3. Presentations or Distributions to Students

Email campus principal directly to make arrangements.

4. Promotions to Staff

Email school-appropriate materials to your favorite MISD staff member to post on the Edmodo Buy & Sell Board.

5. Free Items/Gifts for Staff

Fill out form on following page. Email materials to Tracey.Upshaw@midwayisd.org for approval.

6. Electronic Distribution to Staff

Email Suzi.Pagel@midwayisd.org to make arrangements for a fundraiser.

7. Presentations to Staff Members

- Midway Mind & Body Expo: Contact Sandy.Crager@midwayisd.org
- Meeting Sponsorship: Contact the principal directly and receive approval from the district development office (Suzi.Pagel@midwayisd.org).
- Professional development opportunities: Submit a public information request for staff emails to Traci.Marlin@midwayisd.org.
- Health and wellness discounts: Send promotion information to Jeanie.Johnson@midwayisd.org.

Quantities

2015-2016 Enrollment	PK	KG	01	02	03	04	05	06	07	08	09	10	11	12	Enrollment Total	Staff Count
Castleman Creek Elem.	30	108	107	101	107	104									557	66
Hewitt Elementary	37	94	117	96	114	96									554	73
South Bosque Elem.	20	105	98	86	113	126									548	60
Speegleville Elem.	17	48	59	46	54	60									284	37
Spring Valley Elem.	21	99	108	107	105	89									529	61
Woodway Elementary	49	102	80	121	103	106									561	62
River Valley Interm.							266	281							547	73
Woodgate Interm.							282	301							583	76
Midway Middle School									611	587					1,198	144
Midway High School											633	620	608	555	2,416	249
Admin. Building															0	83
Support Svcs. Bldg.															0	90
Total	174	556	569	557	596	581	548	582	611	587	634	620	608	556	7,779	1,074

Application for Distribution Approval

Date: _____ Contact Name: _____

Business or Group Name: _____

Phone: _____ E-mail: _____

TO HAVE MATERIALS APPROVED:

- The information that you are requesting to be distributed must be attached to this request form.
- For the fastest response, e-mail this completed application and a copy of the materials you want to be made available to tracey.upshaw@midwayisd.org.

I would like to provide materials to the make available table for STUDENTS at:

Elementaries (Grades PK-4):	<input type="checkbox"/> Castleman Creek	<input type="checkbox"/> Hewitt	<input type="checkbox"/> South Bosque
	<input type="checkbox"/> Speegleville	<input type="checkbox"/> Spring Valley	<input type="checkbox"/> Woodway
Intermediates (Grades 5-6):	<input type="checkbox"/> River Valley	<input type="checkbox"/> Woodgate	
Secondary (Grades 7-12):	<input type="checkbox"/> Midway Middle	<input type="checkbox"/> Midway High	

I would like to provide materials for workrooms/mailrooms for STAFF:

Elementaries:	<input type="checkbox"/> Castleman Creek	<input type="checkbox"/> Hewitt	<input type="checkbox"/> South Bosque
	<input type="checkbox"/> Speegleville	<input type="checkbox"/> Spring Valley	<input type="checkbox"/> Woodway
Intermediates:	<input type="checkbox"/> River Valley	<input type="checkbox"/> Woodgate	
Secondary:	<input type="checkbox"/> Midway Middle	<input type="checkbox"/> Midway High	
Other:	<input type="checkbox"/> Administration	<input type="checkbox"/> Maintenance/Transportation	

THE DISTRIBUTION PROCESS:

- You must include a copy of this approved application to every campus when you deliver materials.
- Information will NOT be sent home with students. It is placed in a central distribution area for students to come by and pick up.
- Enrollment quantities are attached, but the quantity you deliver is up to your own discretion.
- Information to teachers may be placed or posted in the teacher's lounge, but CANNOT be placed in individual boxes.

Approval Signature from District Representative: _____

Materials are denied for the following reason; please adjust materials and re-submit for approval:

Thank you so much for your interest and support!

tracey.upshaw@midwayisd.org | Phone: 254-761-5610 | Fax: 254-761-5789