

4.62 SELECTION OF NAMES FOR CAREER ACADEMIES, APPRENTICE PROGRAMS AND CAREER EDUCATION

- A. The School Board acknowledges that because of the dynamic growth of business in Florida, there is a critical need for work force education programs which prepare and train Clay County high school students to move directly into the work force as highly skilled, highly trained employees.
- B. The School Board further acknowledges and affirms that the needs of students for the skills and training required for success can be effectively met by Clay County schools by the provision of work force education through apprenticeships, career academies, career education programs, career clusters and ready-to-work or school-to-work programs.
- C. The establishment of such training programs in Clay County schools can best be accomplished by creating, promoting, soliciting and encouraging participation by and partnership with quality local, national and international businesses and industries which demonstrate a willingness to contribute and invest funding, facilities, equipment, expertise, personnel and student training in partnership and collaboration with School Board personnel.
- D. This Board recognizes that apart from the benefit of having an available trained work force, the expense to business and industry of participation in such programs is largely a pro bono contribution to the educational community. Accordingly, it is the policy of this Board that in those instances in which the contribution/investment is significant to the degree that were it not for the contribution/investment by the particular business/industrial entity, the career academy, career education program or apprenticeship program would not exist, or the quality of such program would be drastically reduced, the specific program may, if requested by the business entity, bear the name of the business/industrial entity that has made its existence possible.
- E. The naming of such academies and programs shall be governed by the following procedure:
 - 1. The Assistant Superintendent of Instruction shall submit a request to the Superintendent with appropriate documentation and background information to justify the request along with the specific academy or program name being sought.
 - 2. It shall be the responsibility of the Superintendent to determine that the quality and character of the business/industrial entity whose name will be linked with the academy or career education program is such that it is an asset to and reflection of the good reputation and image of the Clay County schools.
 - 3. After review and approval by the Superintendent, the matter shall be placed on the consent agenda of the next regularly scheduled board meeting for action by this Board.

- F. The degree of participation and contribution by the business entity shall be a primary consideration in whether or not to include the name of the business in the name of an academy or program.
- G. The decision to include the name of a business or industry in the name of an academy or educational program shall be memorialized by a written contract which shall have a term of no more than one (1) year but which may be renewed annually for five (5) consecutive years before it must be re-presented to this Board for approval.
- H. The use of the academy or program name by the business/industry entity after which it is named for advertising purposes to the general public shall be strictly prohibited.

(Ref. 1001.41; 1001.42)