

Kansas Virtual Advertising Guidelines



History

Per the Virtual Education Requirements handbook approved by the Kansas State Board of Education in 2008, virtual schools/programs may advertise their programs. However, prior to publicly distributing any written materials to advertise or promote a virtual school/program, such written materials must be provided to the school district or districts located within the geographic area where the materials will be distributed.

These advertising guidelines have been developed to streamline the flow of information between virtual schools/programs and surrounding districts and to minimize the burden on both groups. **These guidelines will go into effect on July 1, 2013 and will be included as part of the 13-14 virtual audit review.**

Allowable Types of Advertising

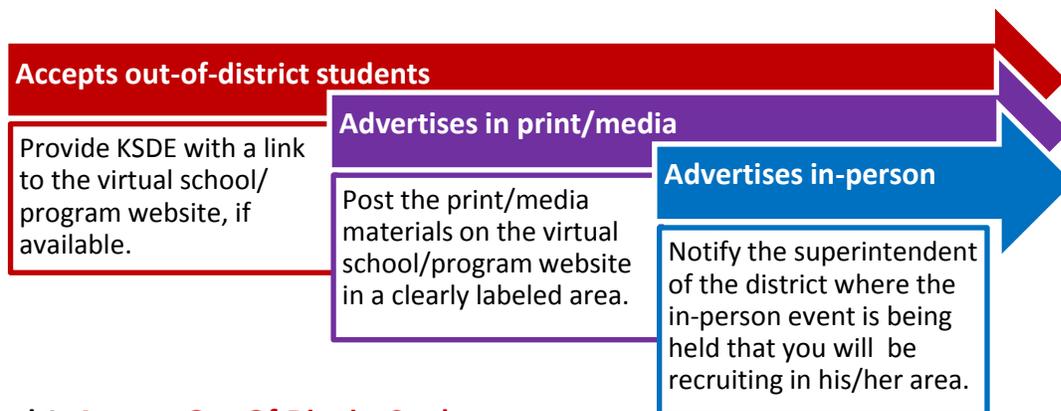
Virtual schools/programs may engage in all types of advertising. However, there are different requirements depending on the type of advertising the virtual school/program chooses to utilize.

Examples include:

- Newspaper
- Radio
- Billboard
- Television
- In-person events
- Flyers
- Mailings

Advertising Requirements

The following flow chart provides a visual overview of the three different levels of advertising requirements. Additional details are provided below.



Level 1: Accepts Out-Of-District Students

All virtual schools/programs that accept out-of-district students must provide KSDE with a link to their virtual school/program website, if one exists, by July 1. **The district that is associated with the virtual school/program must be prominently displayed on the website home page.** This information should be sent to Jessica Noble at jnoble@ksde.org. These links will be posted on the KSDE virtual school/program webpage; which will be utilized as a resource to help students and families select the best virtual option.

Schools that only accept in-district students may also have their virtual school/program website listed.

Level 2: Advertises in Print/Media

Virtual schools/programs that plan to advertise in print or using media must post these promotional materials on their virtual school/program website. The website link provided to KSDE (see level 1) should directly link to the page with these promotional materials, not the home page.

In addition to providing a link to the material, the approximate location where the material will be distributed should also be provided (i.e. mailings sent to students in X, Y and Z counties). An explanation of the material will suffice if a direct link to the print or media material cannot be provided. For example, if the television ad is not available to link to, the school/program could provide a transcription of the ad.

Level 3: Advertises In-Person

Virtual schools/programs that plan to advertise in-person, *in another district* must notify the superintendent of that district at least one week in advance of the event. In the event that an in-person opportunity arises with less than one week notice, the superintendent should be notified as soon as possible. This notification may be done via email, letter or phone call. Email is the preferred method as it allows the virtual program/school to maintain a record of the notification.

If the event will occur in close proximity to other districts, the virtual school/program may choose to send a courtesy notification letter to those superintendents as well. This is a recommendation, not a requirement.

For More Information:

Visit the KSDE Virtual School/Program Webpage: <http://www.ksde.org/Default.aspx?tabid=455> or contact Jessica Noble at 785-296-3163 or jnoble@ksde.org.

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