
I. PURPOSE

Athlos Academy of Jefferson Parish recognizes that educators have knowledge and training in various subjects and skills and should have the opportunity to enrich the community with their expertise while still honoring their duties as a school employee. This policy provides parameters for employees who provide private educational services outside of their employment at Athlos Academy of Jefferson Parish and wish to advertise appropriately.

II. DEFINITIONS

- A. A Private Educational Activity/Service: Any type of activity for which the employee receives payment and the primary clients are similar to students at the school where the employee works.

III. POLICY

- A. An employee that provides a private educational service, even one related to the school (such as tutoring), must keep the service separate and distinct from the employee's employment at Athlos Academy of Jefferson Parish.
- B. Private educational services include:
 - 1. Tutoring or lessons;
 - 2. Camps;
 - 3. Travel opportunities.
- C. The employee may **not**, in promoting the service or activity:
 - 1. Contact students at the school except as permitted in (D);
 - 2. Use school time to discuss or prepare for the private service or activity;
 - 3. Use education records or information obtained through his/her public employment unless the records or information are readily available to the general public.
- D. The employee may, in promoting the service or activity:

Non-School Employment

1. Offer educational services, programs or activities to students provided that they are not advertised or promoted by the employee during school time;
 2. Discuss the private, educational activity with students or parent/guardians outside of the classroom and the regular school day;
 3. Use student directories or online resources which are available to the general public;
 4. Use student or school publications in which commercial advertising is allowed, to advertise and promote the activity.
- E. The conditions for advertising private educational services include the following:
1. An employee may purchase advertising space to advertise an activity or service in a publication, whether or not sponsored by Athlos Academy of Jefferson Parish, that accepts paid or community advertising.
 - a. The advertisement may identify the activity participants, leaders, or service providers by name, provide non-school contact information, and provide details of the employee's employment, experience, and qualification; and
 - b. The name of Athlos Academy of Jefferson Parish shall not be used in the advertisement except in relation to the employee's employment history or if school facilities have been rented for the activity.
 2. Posters or brochures may be posted or distributed in the same manner as could be done by a member of the general public, advertising an employee's services, consistent with school policy.
 3. Unless an activity is sponsored by Athlos Academy of Jefferson Parish, the advertisement shall state clearly and distinctly that the activity is **not** sponsored by Athlos Academy of Jefferson Parish.

Legal References: