

SES Vendors– Guide to Unacceptable Marketing Practices

1. Interfering with parents who are picking up or dropping off children at or near the school location. Parents should not be accosted at the local store or bakery – it invades their privacy.
2. Disrupting school administration in any way, including requesting supplies. You may not visit schools and ask to meet with Principals or Parent Coordinators without making an appointment beforehand.
3. Interfering with a regular school day program by trying to talk with teachers, meet with teachers, or e-mail teachers about issues regarding their involvement with your programs.
4. Schools should not be asked to provide working space for SES programs during regular school hours – you should not be present in the school during the normal school day.
5. Coercing parents into signing up for a specific program by visiting or calling them at home. However, you may clearly inform parents of the number of hours for your specific program and a start and end date for it – when you meet with parents at a provider fair or parent information session at the school.
6. Misinforming parents of their SES options or that a student can finish one program and then sign up for another one.
7. Treating school administrators or staff disrespectfully or misinforming them of their rights.
8. Tampering with enrollment forms.
9. Unfair, untrue, or misleading advertising about your services or that of another vendor, likely to mislead parents and school administrators. Advertising includes any written or oral communication.
10. Promising parents or students any kind of prize, reward or inducement to sign with one particular provider, including offering prizes for attendance. This also includes providing coffee and donuts or other incentives for parents. Only vendors with State-approval on using incentives, and with DOE agreement, may do so, and then not as an inducement to sign.
11. Soliciting parents and students outside of the school building and collecting personal information;
12. Enrolling students without knowing whether they are eligible or not. Parents of eligible students make the provider selection – not vendors who are hoping to find eligible students within a larger population of all students.
13. Marketing in front of the school and in the school yards during school conferences such as Parent Teacher Conference, Curriculum Conferences or other events.