
This act summary is provided for the convenience of the public and members of the General Assembly. It is intended to provide a general summary of the act and may not be exhaustive. It has been prepared by the staff of the Office of Legislative Counsel without input from members of the General Assembly. It is not intended to aid in the interpretation of legislation or to serve as a source of legislative intent.

Act No. 152 (S.139). Education; school branding

An act relating to nondiscriminatory school branding

This act defines school branding and requires the Secretary of Education to develop a model nondiscriminatory school branding policy for public schools and approved independent schools on or before August 1, 2022. The policy shall prohibit school branding that directly or indirectly references or stereotypes the likeness, features, symbols, traditions, or other characteristics that are specific to either the race, creed, color, national origin, sexual orientation, or gender identity of any person or group of persons or any person, group of persons, or organization associated with the repression of others. The policy shall provide a process for complaints regarding school branding that violates the policy, with school boards determining complaints first and appeals of school board decisions going to the Secretary of Education. This act requires each school board to adopt and ensure implementation of a nondiscriminatory school branding policy that is at least as comprehensive as the model policy on or before January 1, 2023. This act allows schools to use materials that feature school branding that does not comply with the policy under certain circumstances.

Effective Date: July 1, 2022