

# Montgomery Independent School District

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May 17, 2011

To Our Parents, Community and Business Partners,

In April, the Montgomery ISD School Board decided to pursue the sale of appropriate advertising on school buses and in other selected venues. We based this decision on the state budget crisis and its impact on MISD.

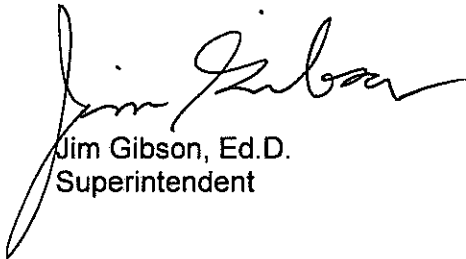
It is easy to understand the funding crisis when you consider that state funding to schools may be reduced, but costs are not. The transportation allotment is a good example. The state has not increased funding for fuel since the 1980's when gas was \$1.13 per gallon!

The problem for us and for every school district in Texas is that this is a state funding problem and only the state can fix it.

Based on other school district's experiences, we are hopeful of realizing up to \$30,000 in revenue next year from selling ad space on school buses. Montgomery ISD isn't alone in its decision to advertise on buses. A number of school districts throughout the Houston area are placing ads on their buses. Doing so is intended to preserve high quality and much needed education programs.

It is important that our parents and community members know that before we place even one ad on our fleet of school buses, the ads will be reviewed to assure that they are appropriate for a school setting, and that they are child and community sensitive. The bottom line: we want this plan to work for the benefit of our nearly 7,000 students.

Sincerely,



Jim Gibson, Ed.D.  
Superintendent