

DUFFERIN-PEEL CATHOLIC DISTRICT SCHOOL BOARD

BOARD POLICY / REGULATIONS

Board Policy Number:	8.04
Subject:	Partnership and Business Arrangements Between the Dufferin-Peel Catholic District School Board and Commercial Enterprises
Effective Date:	(496) September 23, 2003

The basic tenets of Catholic social teaching, namely; the dignity of the human person, human rights and responsibilities, the common good, solidarity, the preferential option for the poor, respect for life and the value and dignity of human work, must be respected.

Commercialism involves more than advertising to students and selling them products; it also involves incentive programs and corporate-sponsored contests and awards. Examples below illustrate the various types of commercialism that could occur if not regulated.

Product Sales

Product sales include the actual selling of products to students, and programs that use students as sales people. Some examples are:

- Contracts to sell soda and other goods through vending machines
- Contracts that allow fast food and other restaurateurs a place to sell food on school property
- Sales of yearbooks, class rings, and annual student photos
- Programs that allow students to collect coupons or proofs of purchase, including Campbell's soup label program and the General Mills box tops programs
- "Frequent shopper" programs in which shoppers can help the school of their choice receive money or gifts when they use their frequent shopper cards at the sponsoring store
- Insurance
- Fundraisers that require students to sell products (e.g., magazine subscriptions, gift-wrap or candles) and portions of the proceeds are returned to the school.

Direct Ads

Direct ads are commercials for a particular company that are either sanctioned directly by the school or indirectly through in-school media outfits. Examples of how corporations directly advertise through schools include:

- Billboards and advertisements on buses, athletic fields, and scoreboards
- Book covers and posters
- Product displays and samples
- Advertisements placed in yearbooks, school newspapers, and programs
- In-school news programs that incorporate advertising to students

8.04 *Policy: Partnerships and Business Arrangements between the Dufferin-Peel Catholic District School Board and Commercial Enterprises*
Cont'd . . .

Indirect Ads

Corporations indirectly advertise to students by tying their product or name to school activities or educational material. Products and programs that indirectly advertise to students include:

- Corporate-sponsored educational materials, including lesson plans and curriculum, that typically correlate to the industry in which the corporation works
- Teacher training (usually related to new software and computer programs)
- Contest, activities, and scholarship programs
- Corporate grants and gifts

Market Research

Companies can track the consumer tendencies of students often without their realizing it. Examples of how companies conduct market research are:

- Distributing surveys to students through the school system
- Tracking student Web traffic to pinpoint hot sites and understand students' consumer attitudes.

REGULATIONS

8.04 PARTNERSHIPS AND BUSINESS ARRANGEMENTS BETWEEN THE DUFFERIN-PEEL CATHOLIC DISTRICT SCHOOL BOARD AND COMMERCIAL ENTERPRISES

1. Business arrangements will not exploit students.
2. Business arrangements ought to be small in scale in order to forge community links if possible at the school level with a definite end date not to exceed 3 years.
3. Business arrangements should be conducted with corporations that conduct business ventures internationally either through home companies, subsidiaries, affiliates or contractors, which comply with the Ontario Charter of Human Rights.
4. The goal of a business arrangement shall be to enhance the quality and relevance of education for learners and should de-emphasize the financial and/or acquisition agents. No business arrangement will detract or subvert equality of educational opportunity or any other goal or major goals of publicly funded education. No Board arrangement may exceed 5 years.
5. Business arrangements will not promote monopolies and all arrangements will be undertaken through RFP or tenders so as not to promote any particular company.

8.04 *Regulations: Partnerships and Business Arrangements*
Cont'd . . .

- i. School Principals may negotiate with vendors for SCHOOL BASED SERVICES;
 - ii. All local vending agreements will be reviewed and executed by the appropriate Associate Directors (s) and the Treasurer of the Board.
 - iii. All local vending contracts will be reported to the Board quarterly.
 - iv. Local vending contracts will be for a maximum three year term.
6. In a business arrangement governance shall remain with the Board of Trustees and Board Administrators and all agreements will follow Board policy.
 7. Business arrangement shall be finalized through a Memorandum of Agreement or contract, through the Purchasing Department, indicating a clear statement of the motive and extent of the arrangement. This shall be developed by the Finance Department for both school and board business arrangements.
 8. Business arrangements cannot provide capital for alterations of school sites to accommodate any such business arrangement. Business may donate to a capital project for school use but cannot retain any control of the school or section of the school.