

**DUFFERIN-PEEL CATHOLIC DISTRICT SCHOOL BOARD**

**BOARD POLICY / REGULATIONS**

<b>Board Policy Number:</b>	<b>8.24</b>
<b>Subject:</b>	<b>Advertising Expenditures</b>
<b>Effective Date:</b>	(820) September 25, 2007

The Dufferin-Peel Catholic District School Board, through Board Policy 1.20, adheres to Ontario Regulation 298 (24) (1) which states, "*No advertisement or announcement shall be placed in a school or on school property or distributed or announced to the pupils on school property without the consent of the Board that operates the school except announcement of school activities*".

Board Policy 1.20 designates the Director of Education or his/her designate to review and approve advertising materials subject to General Administrative Procedure 517.00 (Advertising Materials).

**The Dufferin-Peel Catholic District School Board in accordance with its Catholic Mission and Faith Values will ensure that its advertising expenditures will only be incurred for the following purposes:**

- a) to inform and educate the public;
- b) to create awareness of educational programs, services, issues, events and community activities of specific interest or benefit to students and families;
- c) to ensure that the level of expenditure is appropriate to the Board as a taxpayer-funded organization whose primary purpose is to educate students.

**REGULATIONS**

**8.24 Advertising Expenditures**

**The Dufferin-Peel Catholic District School Board will follow these best practices:**

- a) maximize cost efficiency
- b) target advertising campaigns to groups that have a demonstrable need for information
- c) ensure that advertising materials present objective, factual, and explanatory information based on verifiable facts in an unbiased, fair, and equitable manner
- d) ensure that advertising campaigns comply with all applicable laws and regulations
- e) ensure that the Board is able to produce measurable outcomes as a result of advertising activities
- f) ensure that the Board has a process in place to demonstrate that advertising expenditures are adequately managed and achieve planned outcomes
- g) ensure that the Board continues to adhere to its Purchasing Acquisition and Disposal Procedures Policy when significant advertising commitments are undertaken

**Examples of acceptable advertising expenditures:**

- a) the school registration protocol
- b) program offerings
- c) public consultations
- d) employment opportunities
- e) requests for tenders for goods and services
- f) publication of the Board's financial information
- g) information to ratepayers about their Constitutional Rights Under the Charter of Rights and Freedoms Act

**Examples of unacceptable advertising expenditures:**

- a) utilization of advertising that is not targeted to appropriate groups
- b) recruiting students from other school boards or other schools
- c) providing unverifiable or inaccurate information or comparison