



NUMBER:	A: 28
EFFECTIVE:	June 25, 2007
AMENDED:	
RELATED POLICIES:	A: 16 F: 02 A: 29
REPEALS:	
REVIEW DATE:	2009-2010

1.0 Objective

To establish guidelines regulating advertising expenditures by the Windsor-Essex Catholic District School Board.

2.0 Guiding Principles

- 2.1 Advertising expenditures should be for the purposes of informing and educating the public, as well as creating awareness of education programs, services, issues, events and community activities of specific interest or benefit to students and families.
- 2.2 The level of expenditure should be appropriate to school board status as a taxpayer funded organization whose primary purpose is to educate students.
- 2.3 All Board advertising should present objective, factual and explanatory information based on verifiable facts in an unbiased, fair and equitable manner.
- 2.4 All Board Advertising Campaigns shall comply with all applicable laws and regulations.

3.0 Specific Directives

- 3.1 The Board will exercise due diligence in determining the advertising medium that maximizes cost efficiency.
- 3.2 The Board shall utilize the processes within the Board's Purchasing Policy to ensure that advertising expenditures are competitively placed.
- 3.3 All advertising expenditures shall be managed by the Communications Coordinator, who shall ensure the appropriateness and measure the effectiveness of Board advertising.
- 3.4 Suitable Uses for Board advertising include, but are not limited to:

- a) School registration including kindergarten registration
- b) Program offerings
- c) Extracurricular activities
- d) Public consultations
- e) Employment opportunities
- f) Requests for tenders for goods and services
- g) School Board accountability to the public (for example, annual publication of Board financial statements)
- h) Information to Catholic right holders about their constitutional rights and the availability of Catholic education in their community.

3.5 The following are examples of inappropriate uses of Board advertising:

- a) Recruiting students from other school boards or schools
- b) Providing unverifiable or inaccurate information or comparisons
- c) Using paid advertising or communications with parents, teachers, or students for the sole purpose of advocating the government or other education partners
- d) Using advertising that is not targeted to appropriate groups
- e) Advertising in cooperation with private organizations (this shall not preclude cooperative advertising with the Ministry of Education or with other School Boards.)

4.0 Responsibilities

4.1 The Communications Coordinator shall have the responsibility of implementing the Policy.

5.0 Review and Evaluation

5.1 The effectiveness of this policy shall be assessed through trustee, staff and community satisfaction measures.

5.2 This policy will be reviewed during the 2009-2010-policy review cycle.

6.0 References

Municipal Freedom of Information and Protection of Privacy Act
Ministry of Education Memorandum 2006:B: 15 re: School Board Expenditure Guidelines
Board Policy A: 16 Information/Materials Distribution to Parents/Guardians
Board Policy F: 02 Purchasing of Furniture, Equipment, Supplies and Services.
Board Policy A: 29 Advocacy Policy