

**CHIGNECTO-CENTRAL
REGIONAL SCHOOL BOARD**

POLICY #OS-G-14

ADVERTISING IN SCHOOLS AND ON SCHOOL PROPERTY

[BOARD MINUTE #14-02, Page 15]

The Chignecto-Central Regional School Board recognizes the valuable contributions made to schools and school grounds by various government, community and corporate organizations.

Further, the Board acknowledges public recognition of the contribution made by others to be a reasonable expectation of any sponsorship or partnership agreement. Accordingly, the Board directs the Superintendent of Schools (or designate) to prepare, implement, and monitor appropriate guidelines and procedures to ensure that:

- sponsorships and partnerships with government, community, and corporate organizations for the purpose of enriching school facilities and grounds are encouraged;
- formal written partnership agreements outlining the specific roles, responsibilities, and expectations of all parties are developed between the Board and sponsoring organization; and,
- the display of logos and/or names of the contributing partners are clearly displayed for sponsorship recognition by the public.

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ADMINISTRATIVE PROCEDURES

- Authorization** These Administrative Procedures have been authorized by the **Superintendent of Schools**.
- Scope** Policy #OS-G-14 and these Administrative Procedures apply to all school **Principals**.
- Responsibility** It is the responsibility of the **Director of Operational Services** to ensure that Policy #OS-G-14 and these Administrative Procedures are implemented.
- Implementation** Policy #OS-G-14 and these Administrative Procedures shall be implemented by the school **Principal**.
- Procedures**
1. The school **Principal** shall:
 - a) make school staff, School Advisory Council and student council aware of requirements under Policy #OS-G-14 and these Administrative Procedures;
 - b) provide a copy of Policy #OS-G-14 and these Administrative Procedures to all groups / organizations which are school partners and/or sponsors;
 - c) in consultation with SAC, designate specific areas within the school for acknowledgement of/advertisement by school partners/sponsors;
 - d) ensure that the designated areas are of such size and location that signage does not detract from the educational purpose of the school;
 - e) regularly monitor acknowledgement / advertisement displays to ensure compliance with Policy #OS-G-14; and,

f) prepare (annually) and submit to the **Director of Operational Services** a list of groups / organizations which are school partners / sponsors (list to be updated throughout the school year as appropriate).

2. For greater clarity, the Chignecto-Central Regional School Board specifically prohibits:

a) the use of students to promote a product, service, or event that is being promoted for private gain or promoting any outside commercial enterprise through the school (except school fund-raising initiatives as determined by the Principal in consultation with SAC);

b) advertising of any commercial services or products in the schools and on school property (other than logo or name as indicated above);

c) advertising of any non-commercial product or service unless approved by or through the principal in consultation with SAC as being of value to the students or to the local community;

d) the distribution of literature through students of a school, unless approved by or through the principal in consultation with SAC as being of value to the students or to the local community;

e) school names being associated with any form or personal or commercial advertising;

f) the use of the Board delivery system for the distribution of advertising matter (circulars, posters, lists, catalogues), unless approved by a senior official of the Board; and,

g) the signing of any contractual agreement by the principal with a school sponsor or corporate organization.

3. The **Director of Operational Services** shall:
 - a) review school lists of partners/sponsors;
 - b) maintain a centralized file of school partners/sponsors;
 - c) provide regular summary reports to the Board of such partners/sponsors; and,
 - d) review any proposed contracts with the solicitor and make recommendation to the Board.

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