



**DURHAM CATHOLIC
DISTRICT SCHOOL BOARD**
Learning and Living in Faith

POLICY – 106

Advocacy and Advertising Expenses

Area: Business and Finance

Source: Superintendent of Business, Finance and Facilities Services

Approved: February 11, 2008

Revised:

1. Introduction

The Durham Catholic District School Board (the “Board”) may **be required** from time to time as part of its administrative and operational practices **find a need** to **educate and create awareness** (advocate) for a position or cause which is in the best interest of Catholic education and the Board. Advertisements which promote Board programs, initiatives, activities and partnerships can often profile the Board in a manner that enhances the learning environment and experiences in the best interest of students. Notwithstanding, the potential benefits of advocacy and advertising, the expenses incurred for doing so should be reasonable and consistent with all Board policies and attendant administrative procedures.

2. Definitions

Advocacy refers to lobbying for any cause or position including the promotion thereof by any means or vehicle.

Advertising includes the promotion of any product, service, organization, agency or program including those approved for the purpose of conducting the business of the Board.

3. Purpose

The purpose of this policy is to provide guidelines for acceptable expenditures related to advocacy and advertisement expenditures.

4. Application / Scope

This policy applies to all Board staff and trustees.

5. Principles

5.1 The Board of Trustees believes that:

- 5.1.1 it is entitled under denominational rights safeguarding Catholic schools to allocate expenditures for advocacy and advertisements that promote and showcase the value of Catholic Education;
- 5.1.2 advocacy and advertising must be consistent with the Board's mission statement and Catholic values;
- 5.1.3 advocacy and 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;
- 5.1.4 advocacy and advertisements exclusively for personal and political reasons is not acceptable.

6. Requirements

6.1 The Director of Education, or designate, shall issue administrative procedures attendant to this policy and amend them thereafter as the need may arise.

~~6.2 The Board shall establish appropriate budgetary limits for advertising and advocacy.~~

6.2 The Board will operate within set budgets for advertising within the given fiscal year.

~~6.3 Staff shall exercise due diligence in determining the most cost-efficient media or vehicle for advocacy and advertising.~~

6.3 The Board will use advertising methods that give consideration to effectiveness and cost-efficiency.

6.4 All advertising and advocacy is subject to compliance with all applicable legislation, Board policies and attendant administrative procedures.

6.5 All information presented in Board advertising will be factually accurate, unbiased and presented in a fair and equitable manner.

7. Sources

7.1 Education Act

7.2 Ministry of Education Guidelines, Memo 2006-B15

8. Related Policies and Administrative Procedures

- 8.1 Advocacy and Advertising Expenses Administrative Procedure (AP106-1)
- 8.2 Communications Policy (PO440)
- 8.3 Social Media Administrative Procedure (AP440-5)