

AVON MAITLAND DISTRICT SCHOOL BOARD

ADMINISTRATIVE PROCEDURE

NO. 116

**SUBJECT: PARTNERSHIPS, ACKNOWLEDGEMENTS,
ADVERTISING AND CORPORATE RECOGNITION**

Legal References: *Education Act: Section 265 (1) (m) Duties of Principal: Access to School or Class; Ontario Regulation 298 - Operation of Schools Section 24 Advertisements and Announcements; Section 25 Canvassing and Fund-Raising*

Related References: *Administrative Procedure 160 Access to School Premises; AP 321 Fund-Raising; AP 322 Partnerships and Advertising in Schools; AP 506 Awards and Prizes for Students*

1. Encouragement of Partnerships

Avon Maitland District School Board recognizes that the public funding of education may be supplemented by fund-raising, sponsorships, and partnerships with community, labour and business organizations to a) support community organizations and b) improve the school learning environment.

The board has delegated to the director of education the responsibility for ensuring that any recognition of these activities is in a form which conforms to district and community expectations, considering the best interests of students, staff and community prior to finalization of any partnership considered under this Administrative Procedure.

- 1.1 Guidelines have been developed to bring about consistency among schools for the acknowledgement of partners and donations in a reasonable way.

2. Guidelines

- 2.1 These guidelines allow for flexibility at the school level. Situations will arise that are new. Common sense decision-making at the school level should apply, which always puts the best interests of students first.

- 2.2 Factors to consider before actions are taken and approvals given:
 - a) What does the *Education Act* and its regulations indicate?
 - b) Will there be an educational benefit for the students?
 - c) Will the quality of education be enhanced?
 - d) Will there be some benefit for the staff which will indirectly benefit students?
 - e) Will the board or the school be expected to bear future associated costs?
 - f) Has the school council and/or student council been consulted?
 - g) Are board policies and administrative procedures complied with?

- 2.3 Certain basic principles should always apply:
 - a) Appropriate support from the community is always appreciated and encouraged;
 - b) When someone assists Avon Maitland District School Board students and/or staff, it is important to recognize such publicly and privately;
 - c) Donors, contributors and supporters are prominently acknowledged;
 - d) The initiative, approval and discretion of the principal must be honoured; and

- e) Schools are not to be sites where profit-makers advertise their products or services freely to a captive audience.
- f) Schools are not to be sites where profit-makers advertise their products or services freely to a captive audience.

3. Administrative Procedures

- 3.1 The director of education supports partnerships with community, labour and business agencies in all schools when the following conditions are met:
 - 3.1.1 The partnerships are consistent with Avon Maitland District School Board Policy No. 1 re *The Strategic Plan*, any administrative procedures of the district and with community school values.
 - 3.1.2 All activities related to the partnership will be commercially and otherwise non-exploitive of the students, staff or the school.
 - 3.1.3 The primary objectives of partnerships are to support curriculum, school-to-work opportunities and co-instructional opportunities and to enhance the quality and relevance of learning for students.
 - 3.1.4 School councils will be consulted by the principal prior to approving new partnerships at the school as per the parameters in AP 321 Fund-Raising (Students) and in consultation with regional superintendent.
 - 3.1.5 Advertising on Avon Maitland District School Board property for education-related activities, for recognition of partnerships and/or for commercial reasons must not disrupt the learning environment and therefore must be non-intrusive and limited.
 - 3.1.6 Advertising on board property requires the prior approval of the director of education or designate.
 - 3.1.7 Where such advertising is at a school, the principal may apply for approval only after consulting with the school council.

4. Co-ordination of Requests for a CCESS to Schools for Promotional Purposes

- 4.1 From time to time specific requests from the community for access to the school system may be handled by the director of education or designate.
- 4.2 Decisions about requests for access are made on the basis of past practice and with reference to *Ontario Regulation 298—Operation of Schools*, Section 24: *Advertisements and Announcements*, 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 announcements of school activities."
- 4.3 An important and related reference is *Ontario Regulation 298—Operation of Schools*, Section 25: *Canvassing and Fund-Raising*, which states:
- 4.3.1 "It is the duty of a pupil to ensure that any canvassing or fund-raising activity on school property by the pupil is carried on only with the consent of the board that operates the school.
- 4.3.2 No principal, vice-principal or teacher, without the prior approval of the board that operates the school at which they are employed, shall authorize any canvassing or fund-raising activity that involves the participation of one or more pupils attending the school."
- 4.4 Approval for such activities takes place annually at the request of each principal through the Superintendent of Business, as designated by the director of education under administrative procedures referenced in this document. All projects shall be reviewed from a cost/benefit perspective.
- 4.5 Items which appear to be covered by Section 24 of *Regulation 298* are submitted by the requester or by the school or department receiving the request to the director of education for appropriate screening by the appropriate regional supervisory official.
- 4.6 The director of education, with authority delegated by the board, authorizes non-profit organizations, entities, companies, individuals, etc. to approach schools and to seek the permission of individual schools for the distribution, announcement, or presentation of information which is deemed to be of potential value and /or interest to students and/or their families.
- 4.7 The school, through its principal, gives final approval for the distribution, announcement, or presentation of information, which has been screened and approved by the director for forwarding to the schools, unless the discretion of the principal with respect to the request has been removed by the director or designate.
- 4.8 Approval or denial, orally or in writing, is provided by the director or designate in response to the request for access and a copy of the approval is provided to every school named in the request.
- 4.9 Approvals for access should not be construed as being endorsements of the programs, services, or products, which may be advertised. Such approvals often reflect the director's or the school's wish to provide a communication service, which might result in an educational benefit for students and their families.
- 4.10 The principal may wish to consult with members of the school council and school staff when requests for advertising and promotional access are made.
- 4.11 Approvals for access generally relate to community services, charitable organizations and non-profit entities.

4.12 School administrators frequently have been concerned about the number of flyers, which arrive at the school for distribution to the parents via the students. Support staff members are often required to count and distribute these flyers and the additional material may take away from the important communications, which the school wants, parents to read (e.g. school newsletters, classroom newsletters, etc.). Therefore, the following examples are provided to assist in decision-making.

4.12.1 Examples of flyers and promotions which may be permitted to be distributed or announced through schools are:

- a) Community service clubs and municipal bodies: (Parks and Recreation, YMCA, service clubs, veterans associations) who are promoting recreational programs or extensions of school programs such as public speaking contests);
- b) School Project Charities - MS Readathon, Heart & Stroke Foundation, Jump Rope for Heart, Cancer Society, Lung Association, Salvation Army, etc.;
- c) Free passes to local or provincial status fairs, which include a strong educational component.

4.12.2 Examples of promotions and flyers that might not be permitted to be distributed or announced through schools are:

- a) Materials from businesses which would benefit by making a profit directly or indirectly from a promotion which has no educational benefit for students or the school system;
- b) Fast food businesses offering free food on special days;
- c) Free tickets to sporting events, especially if the adult accompanying must pay;
- d) Advertisements by privately-owned care centres for babysitting on P.A. Days;
- e) Colouring contests operated by commercial enterprises.

4.13 What a principal chooses to communicate to students and parents by means of the school newsletter or newspaper articles should not be limited in any way by the above guidelines which attempt to address distributional and profit-making concerns.

4.14 Principals may wish to establish a "community bulletin board" in the school in an area, which is frequented by parents and other visitors. Such a display area may address the needs of individuals who wish to buy, sell or trade items, to provide services, or to invite participation.

5. Guidelines for Giving Permanent Acknowledgement of a Donation or a Contribution

5.1 Provision may be made by schools or by the director at a school, or at the administration office or other system work sites, for the display of devices, which acknowledge the donation of items or monies.

5.2 Acknowledgement devices and displays may take the form of a board, which bears various engraved plaques, which identify donors and their contribution. A single plaque or sign may be mounted on or near a particular object which has been donated, such as gymnasium equipment, score boards, field sports equipment, playground apparatus, trees, special gardens, stage lighting, etc. Stone monuments or memorials may also be erected on board property.

5.3 Any acknowledgement device or display, which is to be permanently attached to one of the board's buildings or installed on board property, must be discussed with the board's Facilities Administrator, as designated by the director of education. The

language displayed on any acknowledgement device or display must be approved by the principal, in consultation with the director.

6. Guidelines for Corporate Sponsorship of a Program, for the Donation of Equipment, and for the Adoption of a School by a Business, Industry or other Enterprise

- 6.1 The educational benefits for students and staff can be significant when donations are made to the school or the board. Administrative Procedure 397 Awards and Prizes to Students shall be followed carefully. Consultation shall take place with key personnel if installation in the building or on the grounds will be required. Final approval will be given by the principal after the communication with the director of education.
- 6.2 Proposals for the corporate sponsorship of a program or for the adoption of a school by a commercial enterprise shall be discussed with the director. Assistance in screening the business involved, if necessary, will be provided by the director or designate(s).
- 6.3 Consultation with the Foundation for Enriching Education Perth Huron may be necessary when individuals, groups or companies wish tax receipts or when schools or the board wish to launch a major fund-raising initiative.

7. Guidelines for Advertisements Placed in School Newsletters

- 7.1 The advertisement shall be related to a sponsorship or donation, which has been provided, by an individual, a family or a company for the benefit of the school.
- 7.2 The advertisement shall acknowledge the sponsorship, name the sponsor, include the sponsor's logo or picture (if requested), address, phone number and a brief reference to the product(s) and/or service(s) available from the individual or company. The following examples may help to clarify some possibilities.

THIS EDITION OF THE MACBETH SCHOOL NEWS HAS BEEN GENEROUSLY SPONSORED BY:

TOP NOTCH HAIR SALON	[]
24 NEW STREET	[LOGO]
OUR TOWN	[]

MAKING YOUR HAIR TRULY BEAUTIFUL - OUR SPECIALTY
CALL: 555-1234 FOR YOUR APPOINTMENT

THE GRADE 9 TRIP TO TOBERMORY DURING SEPTEMBER WAS MADE POSSIBLE BY THE GENEROUS SUPPORT OF:

UPHILL OUTFITTERS & CAMPING SUPPLY	[]
R.R. #2, HAPPYVILLE	[LOGO]
DALE DOWN, PROPRIETOR	[]

EVERYTHING FOR THE GREAT OUTDOORS AND ALL SEASONS
555-9876