

AVON MAITLAND DISTRICT SCHOOL BOARD

ADMINISTRATIVE PROCEDURE

NO. 322

SUBJECT: PARTNERSHIPS AND ADVERTISING IN SCHOOLS

Legal References: *Education Act: Section 265 (1) (j) Duties of Principal: Care of Pupils; Ontario Regulation 298 Section 24 Advertisements and Announcements, Section 25 Canvassing and Fund-Raising; Ministry Memo 2012:B10 Fundraising Guideline*

Related References: *Administrative Procedure 113 School Councils; AP 116 Community Access to Schools and Sites: Acknowledgements, Advertisements and Announcements; AP 321 Fund-Raising (Students); AP 397 Awards and Prizes for Students; AP 507 Financial Support for Co-curricular Activities; AP 513 Accounts: Non-Board Funds (Student and School Funds Accounting Procedures)*

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.

2. Administrative Procedures

- 2.1 The director of education supports partnerships with community, labour and business agencies in all schools when the following conditions are met:
 - 2.1.1 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.
 - 2.1.2 All activities related to the partnership will be commercially and otherwise non-exploitive of the students, staff or the school.
 - 2.1.3 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.
 - 2.1.4 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.
 - 2.1.5 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.
 - 2.1.6 Advertising on board property requires the prior approval of the director of education or designate.
 - 2.1.7 Where such advertising is at a school, the principal may apply for approval only after consulting with the school council.