



REPORT TO

GOVERNANCE AND POLICY
COMMITTEEPROGRAM ADVERTISING FOR SECONDARY
SCHOOLS AND CONTINUING EDUCATION S.20

"Do not neglect to do good and to share what you have, for such sacrifices are pleasing to God"....HEBREW 13:16

Drafted

January 23, 2023

Meeting Date

February 7, 2023

B. Leporati, Sr. Coordinator, Planning Services

M. Loberto, Superintendent, Planning and Development

C. Fernandes, Executive Superintendent, Student Achievement, Innovation and Well-Being

RECOMMENDATION REPORT

Vision: *IN GOD'S IMAGE: Growing in Knowledge, with Justice and Hope.*

Mission: *Nurturing the faith development and academic excellence of our Catholic learning community through the love of God, neighbour, and self.*



MULTI-YEAR STRATEGIC PLAN
2022 - 2025

IN GOD'S IMAGE: Growing in Knowledge, with Justice and Hope



Brendan Browne
Director of Education

Adrian Della Mora
Associate Director of Academic
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A. EXECUTIVE SUMMARY

This report recommends rescinding the *Program Advertising for Secondary Schools And Continuing Education S.20* policy (Appendix ‘A’), as it is outdated, and all elements of the policy have been replaced by current TCDSB policies and practices.

The cumulative staff time required to prepare this report was 6 hours

B. BACKGROUND

This policy was first approved in January 1990 and has not been updated since that time. The policy is outdated and all elements of the policy have been replaced by other TCDSB policies and practices.

C. EVIDENCE/RESEARCH/ANALYSIS

1. The purpose of the program display signs described in *Program Advertising for Secondary Schools And Continuing Education S.20* was to advertise and publicize approved school and continuing education programs, related functions and events.
2. Communities and families of the TCDSB now have several ways to access and be informed. The following policies provide the means to eliminate the need for the type of school signage noted within the *Program Advertising for Secondary Schools And Continuing Education S.20*.
 - a. ***Policy A.37 - Communications.*** This policy ensures that communication across the Toronto Catholic District School Board (TCDSB or the Board) is well co-ordinated, effectively managed and responsive to the diverse information needs of stakeholders and supports the Board’s mission, vision and values as outlined in the Multi-Year Strategic Plan (MYSP), promotes Catholic education and maintains high quality communications standards.
 - ***Policy A.03 - Advertising Policy*** states that advertising must be consistent with Catholic Values as reflected in the Board’s MYSP and for the purposes of informing and educating the public, as well as creating awareness of education programs, services, events and community activities of specific interest or benefit to students, parents/guardians, staff, trustees, Catholic School Supporters and stakeholders.

3. ***The Program Advertising for Secondary Schools And Continuing Education S.20 policy*** predates the policies listed above and availability of individual school web pages for communication of relevant community information. All Continuing Education locations are equipped with signage which are replaced if damaged. The above mentioned policies address the requirement to communicate school related programming and activities, and such, staff recommend rescinding Policy S.20.

D. IMPLEMENTATION

As approved, ***Policy - Program Advertising for Secondary Schools And Continuing Education S.20*** will be removed from the TCDSB policy register.

E. STAFF RECOMMENDATION

That the *Program Advertising for Secondary Schools And Continuing Education S.20* policy, found in “Report Appendix A”, be rescinded.