



# TCDSB Policy Register

## Program Advertising for Secondary Schools And Continuing Education S.20

### Policy

To enhance communication, promote community awareness and encourage neighbourhood participation, the Toronto Catholic District School Board will install appropriate permanent display signs on secondary school properties and continuing education locations.

### Regulations:

1. The purpose of the program display signs will be to advertise and publicize approved schools and continuing education programs, related functions and events.
2. The erection of program display signs at secondary schools will be phased in over a period of five years subject to available funds. The installation of program display signs to advertise continuing education programs, if not offered at a secondary school, will be included in this phasing in period.
3. The secondary school and continuing education Superintendents will submit an annual priority listing of locations to be equipped with program advertising signs to the Deputy Director of Education.
4. The Deputy Director of Education will submit an annual request for appropriate funds to be included in the budget, to provide for the acquisition and erection of permanent display signs, until the phase-in has been completed.
5. Depending on the location of the school building and the main thoroughfares, signs may be one of the following:
  - I. illuminated plastic, steel frame
  - II. illuminated frame, wall mounted
6. The decision as to the type, location and design of the sign will be the joint responsibility of the school Principal, the secondary school Superintendent, and the Superintendent of Continuing Education if applicable, in conjunction with the Superintendent of Planning and Facilities.

*BM p 43, 25 Jan 90.*