

## ADVERTISING POLICY & DRAFT WORK PLAN

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Date: April 2, 2024

### POLICY INFORMATION

**Policy:** Advertising

**Section:** Communications and Information Technology

**Last reviewed:** May 2018

**Lead department:** Communications

### Phase I. INITIATE POLICY REVIEW

This workplan will be discussed at the Governance and Policy Committee (GAP) meeting on: April 2, 2024

Proposed Content Changes:

- Policy to be reformatted into the updated branded policy template
- Update scope & responsibility to include Communications Dept.
- Simplify Board related advertising from external requests to advertise
- Reflect best practices in the sector

The proposed content changes are due to the following reason(s):

- Legislation
- Government directives/policies
- Board decisions
- Operational requirements
- Simplify and/or update language
- Other

### Phase II. ENGAGEMENT

Are external engagements applicable to this Policy?

- Yes
- No (*Corporate policy not requiring engagement*)

### Phase III. DRAFTING, REVIEW AND APPROVAL

- Pending feedback and direction from GAP, staff will prepare a draft of the revised Advertising Policy for GAP review and approval on May 7, 2024.

APPENDIX A



**POLICY SECTION:** ADMINISTRATION  
**SUB-SECTION:**  
**POLICY NAME:** ADVERTISING  
**POLICY NO:** A.03

<b>Date Approved:</b> March 28, 2007	<b>Date of Next Review:</b> May 2023	<b>Dates of Amendments:</b> May 2, 2018
<b>Cross References:</b> Communication (A.37) Logo Use (T.16) Donation and Sponsorship (F.F.02) Purchasing Policy (F.P.01) Offering of Hospitality or Gifts (F.M.07) Fund Raising in Schools (S.M.04) Access to Students in Schools (S.S.04) <i>Ontario Regulation 298, s. 24 under the Education Act</i>		
<b>Appendix</b>		

**Purpose:**

This policy identifies parameters and acceptable best practices for advertising in schools.

**Scope and Responsibility:**

This policy applies to all schools and worksites of the TCDSB and third-parties wishing to partner with the TCDSB in advertising. The Director is responsible for this policy with the support of the Partnership Development Department.

**Alignment with MYSP:**

Living Our Catholic Values

Strengthening Public Confidence

Fostering Student Achievement and Well-Being

## APPENDIX A

### Providing Stewardship of Resources

#### **Policy:**

It is the policy of the Toronto Catholic District School Board that advertising must be consistent with Catholic Values as reflected in the Board's Multi-Year Strategic Plan 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.

Advertising is permitted for the on-going business functions of the Board in accordance with purchasing and procurement policies and procedures.

#### **Regulations:**

1. Advertising for the benefit of the Board shall be paid for from the approved Board's annual budget.
2. Advertising for the benefit of the Board shall be done in a cost effective manner and in accordance with the Board's purchasing policy.
3. Advertising by the Board will present objective, factual and explanatory information based on verifiable facts.
4. TCDSB will not engage in advertising where the sole objective of the advertisement is to encourage students of a coterminous board to register as a TCDSB student.
5. In accordance with *Ontario Regulation 298*, s. 24, 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 TCDSB, with the exception of announcements of school-related activities.

6. External individuals or organizations with school-based advertising requests may approach the principal with advertising requests. All school-based requests by external individuals or organizations are to be vetted by the principal and area Superintendent.
7. External individuals and organizations with advertising requests on a board-wide basis are to be referred to the Partnership Development Department for consideration prior to seeking approval from the Board of Trustees.

**Definitions:**

**Advertising**

The activity or profession of producing information for promoting the sale of products or services, and bringing attention to a product (or service).

**Advertisement**

Paid, non-personal, public communication about causes, goods and services, ideas, organizations, people, and places.

**School Property**

TCDSB schools and other TCDSB owned buildings and land.

**Evaluation and Metrics:**

The effectiveness of the policy will be determined by measuring the following:  
The Partnership Development Department tracks advertising agreements throughout the TCDSB.