



## REPORT TO

GOVERNANCE AND POLICY  
COMMITTEE

## UPDATE TO ADVERTISING POLICY (A.03)

*You are the God who works wonders; you have displayed your might among the peoples.*  
*Psalm 77:14*

**Created, Draft**

February 20, 2018

**First Tabling**

April 10, 2018

**Review**

Caitlin Kavanagh, Coordinator, Employee Relations & Policy Development  
 Stacey Coray, Sr. Manager, Partnership Development

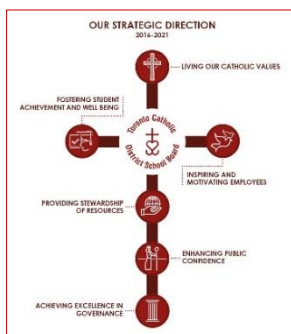
**RECOMMENDATION REPORT****Vision:**

*At Toronto Catholic we transform the world through witness, faith, innovation and action.*

**Mission:**

*The Toronto Catholic District School Board is an inclusive learning community uniting home, parish and school and rooted in the love of Christ.*

*We educate students to grow in grace and knowledge to lead lives of faith, hope and charity.*



Rory McGuckin  
 Director of Education

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 Associate Director  
 of Academic Affairs

T.B.D.  
 Associate Director  
 of Planning and Facilities

L. Noronha  
 Executive Superintendent  
 of Business Services and  
 Chief Financial Officer

## **A. EXECUTIVE SUMMARY**

This report recommends updates to the current Advertising Policy (A.03) in meta policy format adding current board practices and including a regulation highlighting legislative requirements.

*The cumulative staff time required to prepare this report was 3 hours*

## **B. PURPOSE**

This Recommendation Report is on the Order Paper of the Governance and Policy Committee as it recommends a policy revision.

## **C. BACKGROUND**

The Advertising Policy (A.03) was approved on March 28, 2007 and has not been reviewed since.

## **D. EVIDENCE/RESEARCH/ANALYSIS**

1. In addition to changing to meta policy format, the policy required adding a regulation detailing a legislative requirement under O. Reg. 298, s. 24 “Operation of Schools—General” under the *Education Act*.
2. Regulations have been added to the policy to reflect current board practice for both school-based and board-wide advertising.

## **E. METRICS AND ACCOUNTABILITY**

1. Recommendations in this report will be monitored by policy development staff.
2. Further reports will be brought to Board in accordance with the policy review schedule.

## **F. IMPLEMENTATION, STRATEGIC COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT PLAN**

1. The updated policy as approved will be posted on the TCDSB policy register.
2. The Partnership Development Department will send a communication to schools reminding them of the advertising process requirements

## **G. STAFF RECOMMENDATION**

Staff recommend that the Advertising policy (A.03) provided in APPENDIX A be adopted.