



## **Advertising Expenditures**

Approved: 07-073

### ***REFERENCES***

Ministry of Education Memorandum 2006:B15 Re: School Board Expenditure Guidelines

### ***RELATED FORMS/PROCEDURES/DOCUMENTS***

### ***POLICY STATEMENT***

The Bruce-Grey Catholic District School Board recognizes that advertising is an important means of informing and educating the public, as well as creating awareness of education programs, services, issues, events and community activities of specific interest or benefit to students and the school community.

The Bruce-Grey Catholic District School Board also recognizes that the level of advertising expenditure should be appropriate for a publicly funded organization.

### ***POLICY REGULATIONS***

1. The advertising medium shall be selected giving full consideration for the targeted audience, nature of the information and cost efficiency. Where appropriate, competitive purchasing methods such as quotes and tenders will be used in determining advertising placement.
2. The advertising shall present objective, factual and explanatory information based on verifiable facts in an unbiased, fair and equitable manner.
3. Advertising campaigns shall be in compliance with any applicable laws and regulations.
4. Routine advertising requires the approval of one of the Director of Education, Superintendent of Education, Superintendent of Business or Manager of Human Resources, whomever is most appropriate given the nature of the advertisement.
5. Significant advertising campaigns require the approval of the Board.
6. Examples of suitable uses for advertising include:
  - school registration including kindergarten
  - program offerings
  - extracurricular activities
  - public consultations
  - employment opportunities
  - requests for tenders for goods and services
  - accountability to the public such as annual financial reports
  - information regarding constitutional rights and availability of Catholic Education.
7. Inappropriate uses of advertising include:
  - student recruitment from other school boards
  - providing unverifiable or inaccurate information
  - expenditures aimed at lobbying the government or other education partners through various media

- mass, widespread advertising not targeted to any particular audience.