



YORK CATHOLIC DISTRICT SCHOOL BOARD

ADVERTISING EXPENDITURE GUIDELINES

Principle

The Board commits to advertising expenditures for the purposes 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 families. Also the Board will ensure that the level of expenditure would be appropriate to school board status as a taxpayer funded organization whose primary purpose is to educate students.

Current Procedure

Depending on the nature of the advertisement, Board advertising is issued through Communication Services, Human Resources Services, Purchasing Services and Adult Continuing Education as appropriate with proper approvals in accordance with the Board's purchasing policy.

Guidelines under review

The Ministry of Education has recently developed guidelines for School Boards, intended for both trustees and school board staff; the purpose of the guidelines is to define a province-wide standard that provides a foundation for each school board to develop its own specific policies.

The Board is currently reviewing its advertising expenditure guidelines to ensure that they are in accordance with the "best practices" as recommended by the Ministry of Education.

Any exceptions would require authorization from the Director of Education or designate or Board of Trustees.