



**YORK CATHOLIC DISTRICT SCHOOL BOARD**

**INDEPENDENT PROCEDURE**

**EXTERNAL ORGANIZATIONS, GROUPS OR  
INDIVIDUALS PRESENTING and/or DISTRIBUTING  
MATERIAL IN OUR SCHOOLS**

**November 2015**

**Revised April 17, 2023**

The York Catholic District School Board (the Board) recognizes its role as a community partner in York Region. As such, the Board is committed to working with external organizations, community groups and individuals to help support community-related activities, events and opportunities which are of benefit to our students, staff, schools and school communities. In keeping with the Board's commitment to environmental sustainability, distribution of materials is at the discretion of the Board and school Principals.

All materials must comply with the expectations of the Board and support the Mission, Vision and Strategic Commitments for student achievement and well-being. The primary objectives of such partnerships shall be to support curriculum expectations, student engagement and/or well-being. Educational/community partnerships shall not compromise nor exploit students and/or employees.

## 1. DISTRIBUTION OF MATERIAL

All permissions and approvals to distribute material in a school of the York Catholic District School Board shall be processed through the Communications Department.

- 1.1 In order to receive pre-approval to distribute material within the York Catholic District School Board, the following criteria must be met:

### **Criteria for Pre-Approval:**

- must concur with the teachings of the Roman Catholic Church;
- must support the Mission, Vision, Core Values and Strategic Commitments for student achievement and well-being of the Board;
- must support all policies and procedures of the Board;
- must be a charitable or not-for-profit organization. A valid charitable registration number **must** be provided or proof of non-profit status;
- material from any level of government (municipal, regional, provincial or federal) and/or Ministry, and/or public sector organization.

### **Requests that do not qualify for Pre-Approval:**

- material that is contrary to the Board's Mission, Vision and Strategic Commitments for student achievement and well-being;
- material that is contrary to the Board's policies and procedures;
- material or messages related to political parties or groups;
- material from for-profit organizations;
- material that contains logos of political or for-profit organizations;
- material from organizations that do not provide a valid charitable registration number or proof of non-profit status;
- materials from permit holders or service providers unless they meet the criteria;
- material related to tutors or any tutoring organizations;
- requests that send a student to a private home (i.e., home childcare, tutor, home music lessons).

- 1.2 Distribution requests for elementary schools may be for students to take home, for staff, or for display at the school, if the School Principal deems appropriate.

- 1.3 Distribution requests for secondary schools may be disseminated to staff, or for displayed in guidance offices, department office, or any other area in the school the School Principal deems appropriate.

- 1.4 Canada's Anti-Spam Legislation (CASL) took effect July 1, 2014. This new law prohibits the sending of any type of electronic material that is commercial in nature unless the recipient has provided expressed consent.
- 1.5 The Communications Department will review all distribution requests from external organizations. It is preferred that submissions are sent electronically for consideration. External organizations should allow at least 20 business days for their request to be reviewed.
- 1.6 During the first three weeks of a new school year, distribution requests from external organizations can be submitted for review, but will not be granted approval for distribution during this time.
- 1.7 Pre-approval is granted if qualifying criteria is met. Pre-approval only applies to the materials submitted and is valid for a one-time distribution only. External organizations will receive a confirmation letter if their requests are given pre-approval. The Board maintains the right to deny requests or remove pre-approval at any time.
- 1.8 The Communications Department will produce a Pre-Approved Flyer Distribution List once a week notifying schools of materials that have been preapproved for distribution. The Board may add to the pre-approved lists as it deems necessary and maintains the right to remove organization's pre-approval at any time. School Principals **will not** distribute any material that is not on the list, with the exception of School principal approved fundraising which must be in accordance with Board policy 603A *School Fundraising*, 603B *Fundraising for External Charitable Purposes*, Policy 607 *Sponsorships*.
- 1.9 Pre-approval of a request to distribute material only allows an external organization to directly contact School Principals for permission to distribute their material through their schools. School Principals hold the final decision and will use their discretion regarding the distribution of any pre-approved material.
- 1.10 If an external organization receives Board pre-approval, it must share the confirmation letter with the School Principal as proof that pre-approval was received at the time of contact with the School Principal. It should also confirm with the School Principal that he/she is willing to distribute their material before printing and delivering the materials to the school.
- 1.11 School Principals will not accept any electronic copies of material for the purpose of printing. It is the sole responsibility of pre-approved external organizations to print and deliver their pre-approved materials to schools if a School Principal approves distribution. The maximum number of printed materials will be up to the School Principal. If applicable, enrolment information will be provided. A list of schools with addresses is on the Board's website at [www.ycdsb.ca](http://www.ycdsb.ca). The Board's internal courier service will only distribute material that has been given specific pre-approval from the Communications Department for mailroom distribution.

- 1.12 Distribution of political advertising/material by an outside agency that promotes a specific party, group, person or personal point of view **shall not** be permitted on school property or school buildings.
- 1.13 Materials that promote a school as a polling place may be used.
- 1.14 The York Catholic District School Board's name and logo should **not** be referenced or used on any materials without prior permission from the Communications Department. In addition, these materials must not suggest or claim the support or endorsement of the York Catholic District School Board or Board staff. As per Policy 113 *Intellectual Property*, the name York Catholic District School Board, YCDSB, the logo of the Board, as well as any derivatives, related names and graphics are trademarks and the property of the York Catholic District School Board. They must not be duplicated or used without permission.

## 2. PUBLIC PRESENTATION(S)

The York Catholic District School Board recognizes that outside organizations, groups or individuals may enhance the educational experience of some or all of the students in a school and, as such, endorses such presentations subject to prior approval from Senior Administration or the School Principal as per Board policies and procedures.

Presentations must support the Catholic teachings and values of our Faith, and align with the Mission, Vision and Strategic Commitments for student achievement and well-being of the Board.

Presentations must remain impartial, and reflect the Board's commitment to equity and inclusion.

- 2.1 Should the School Principal have a concern about a proposed presentation, he/she will consult with his/her appropriate Superintendent to grant permission to outside organizations, groups or individuals wishing to make a presentation.

Permission will be based upon a review of the intent of the organization, group or individual, the information it shares or posts on the website, and a clear understanding of the message it will deliver to schools, and confirmed by the appropriate Superintendent, with the School Principal.

- 2.2 If a school is interested in having a public presentation, the School Principal and teacher(s) involved must apprise themselves of the basic content of the presentation and determine that such presentation would be appropriate/acceptable to the students/parents for whom it is intended.
- 2.3 The School Principal and teacher(s) are to prepare the students as necessary prior to the presentation. The school should also advise the parents prior to the presentation and can promote the presentation on its school website, as it deems appropriate.

- 2.4 If the public presentation is occurring outside of instructional day, the School Principal shall comply with Community Use of Schools guidelines (Policy 703 *Community Use of Schools*).
- 2.5 The School Principal shall ensure the Trustee is informed as per Policy 110, *Communications: Trustee/Administration*, through the school's regular communications channels.
- 2.6 Where during the presentation a concern arises related to the appropriateness/acceptability of the presentation, the School Principal or teacher(s) **shall immediately stop the presentation**. The School Principal shall communicate with the appropriate Superintendent, who will advise the Director's Office. The appropriate Superintendent will communicate with the Trustee concerning the issue and undertake steps to address the concern, as per the parameters in Policy 110, *Communications: Trustee/Administration*.
- 2.7 Where the presentation by an outside organization, group or individual fails to comply with agreed upon obligations and expectations, said organization, group or individual shall no longer be allowed to make a presentation in a school of the Board.
  - 2.7.1 The Superintendent will contact the Communications Department to discuss next steps and appropriate communications to parents, School Principals (informing them about not using this particular speaker), and to the speaker or his/her Public Relations/management team.

### 3. CLASS/COURSE PRESENTATIONS

The York Catholic District School Board recognizes that, on occasion, a presentation by an outside organization, group or individual may enhance a class or course for the students. Such presentations are subject to prior approval by the School Principal with consultation with the appropriate Superintendent of Education if required.

Presentations must support the Catholic teachings and values of our Faith, and align with the Mission, Vision, Core Values and Strategic Commitments for student achievement and well-being.

Presentations must remain impartial, and reflect the Board's commitment to equity and inclusion.

- 3.1 The teacher or course leader must obtain permission from the School Principal prior to inviting an outside organization, group or individual to address a class or group of students.

Permission will be granted subject to the teacher or course leader providing to the School Principal sufficient information about the organization, group or individual to ascertain the appropriateness/acceptability, the specific purpose of the presentation, and the time of the presentation. A School Principal may wish to confer with the appropriate Superintendent of Education prior to granting approval.

- 3.2 The teacher or course leader shall prepare the students prior to the presentation.

The teacher or course leader should also advise the parents prior to the class presentation and can promote the presentation on its school website, as it deems appropriate.

- 3.3 The School Principal shall ensure the Trustee is informed as per Policy 110, *Communications: Trustee/Administration*, through the school's regular communications channels.
- 3.4 The teacher or course leader shall reflect on the effectiveness, value, and impact of the presentation on the students, and report back to the School Principal.
- 3.5 Where during the presentation a concern arises related to the appropriateness/acceptability of the presentation, the School Principal or teach(s) shall immediately stop the presentation. The School Principal shall communicate with the appropriate Superintendent, who will advise the Director's Office. The appropriate Superintendent will communicate with the Trustee concerning the issue and undertake steps to address the concern, as per the parameters in Policy 110, *Communications: Trustee/Administration*.
- 3.6 Where the presentation by an outside organization, group or individual fails to comply with agreed upon obligations and expectations, said organization, group or individual shall no longer be allowed to make a presentation in a school of the Board.
  - 3.61 The Superintendent will contact the Communications Department to discuss next steps and appropriate communications to parents, School Principals (informing them about not using this particular speaker), and to the speaker or his/her PR/management team.

#### **4. DEFINITIONS**

##### **4.1 Material**

Promotional items, or resources used in marketing, presentations and communications programs including, but not limited to, posters, flyers, postcards, brochures, booklets, forms, etc. that enhance educational opportunities.

##### **4.2 Public Presentations**

Delivering a topic, idea, or information in the form of a presentation by an individual or group of individuals directly speaking to a targeted audience, in a structured manner to enhance their educational experience.

#### **5. CROSS REFERENCES**

##### **YCDSB Policies**

[YCDSB Policy 110 \*Communications: Trustee/Administration\*](#)

[YCDSB Policy 113 \*Intellectual Property\*](#)

[YCDSB Policy 603A \*School Fundraising\*](#)

[YCDSB Policy 603B \*Fundraising for External Charitable Purposes\*](#)

[YCDSB Policy 607 \*Sponsorships\*](#)

[YCDSB Policy 704 \*Community Planning & Partnership\*](#)