

**ADMINISTRATIVE PROCEDURE
BUSINESS ADMINISTRATION**

Effective:	November 27, 2017
Last Revised:	

BOARD/SCHOOL ADVERTISING

1. PURPOSE

Rainbow District School Board is committed to building public awareness of educational programs, services, and events.

A variety of communication procedures shall be developed and maintained at the system level to provide parents/guardians and the diverse communities served by the board with access to information and an opportunity to participate in the school system.

2. APPLICATION

This administrative procedure applies to all board and school communications intended to inform the public.

PROCEDURES**3. Board Advertisements**

- 3.1 Rainbow District School Board will use advertisements to inform and/or educate parents and the wider community about policies, procedures, programs, services, events, and community activities of interest or benefit to students and families.
- 3.2 Information in the advertisements will be based on facts and presented in an unbiased, fair, inclusive and equitable manner.
- 3.3 Advertising mediums will maximize cost efficiency.
- 3.4 Advertising expenditures will comply with the board's purchasing procedures.

4. Appropriate Advertising Expenditures

Examples of appropriate expenditures for advertising include but are not limited to:

- school registration, including kindergarten registration;
- program offerings;
- recognition of student achievement;
- support for initiatives that benefit students;
- extracurricular activities;

- public consultations;
- employment opportunities;
- requests for tenders for goods and services;
- school board accountability to the public

REFERENCE DOCUMENTS***Legal:***

Education Act, section 283 Director of Education: Effective Organization
Ontario Regulation 612/00 School Councils and Parent Involvement Committees

Board:

Board Policy No. GOV-03 Role of the Corporate Board: Accountability to the Community
Board Policy No. GOV-06 Role of the Director of Education: Communications and Community Relations
Board Policy GOV-14 Parent and Community Relations