Greater Essex County District School Board

Regulation: Commercial Advertising in Schools

Reference No: R-AD-02

1. Definitions

Advertising in school may involve visual/audio presentations, donations with acknowledgements, sponsorships, or partnerships.

a. Visual/audio presentations involve a contractual agreement between a school or the Board and a company or community-based organization to display a message in exchange for a fee and with specific conditions described in writing.

b. A sponsorship is a contractual agreement between a school or the Board and a company or community-based organization designed to benefit both parties.

c. A partnership is the overall term used to describe all joint ventures between schools or the Board and community-based organizations, business, government, or other educational institutions. A partnership is a relationship involving ongoing initiatives for mutual benefit. It may be formal or informal, monetary or non-monetary in nature.

2. Approval of Advertising

a. The Principal is responsible for and must approve all solicitation and requests for advertising in their schools.
b. Director's Council must approve Board-wide advertising agreements.
c. The Board must approve exclusive agreements (i.e. exclusive rights throughout the Board) to a company.
d. The Principal shall request input from the School Council and the Student Council on what advertising is suitable for their school.
e. The Principal shall consult with their Superintendent of Education on what advertising is suitable for their school and/or Superintendent of Business, as appropriate.

3. General Principles

a. Products or services being advertised should promote healthy practices or useful services to students that reflect the Ministry of Education's position – regarding student nutrition and student well-being.
b. Advertising that is displayed in schools must be within the bound of acted good taste, suitable and is consistent with the values of our education system.
c. Schools should not accept advertising that is clearly in the nature of political propaganda or that violates the attitudes, which are recognized as ideals in our school system. Examples of unacceptable advertising include, but are not limited to, pharmaceutical, tobacco, cannabis, distilling, fermenting or brewing companies.
d. Requests for contributions by school personnel shall be monitored by the Principal to ensure goodwill is maintained with the school community.

Greater Essex County District School Board

Policy: Community Planning and Partnership

Reference NO: P-BA-30

The Greater Essex County District School Board (the "Board"), in partnership with the community, supports the mission statement of excellence in public education – confident learners, engaged communities, ethical stewardship. This Policy complements the Board's mission statement and implements **the Community Planning and Partnerships Guideline** released by the Ministry of Education on March 26, 2015 (2015: B09).

In that context, specifically during school hours in new and existing school board facilities where students are being taught, the Board shall:

- consider opportunities to work with community partners to share school board facilities, on a cost-recovery basis, to the benefit of the Board, students and the community and,
- optimize the use of public assets owned by the Board.

The Board is committed to focusing on opportunities to share facilities with community partners. Partnerships should be appropriate for the school setting, enhance student achievement and meet the Board's objectives for students and staff. Opportunities for partnerships will be considered when:

- building new schools and undertaking significant renovations
- considering the use of unoccupied space in existing schools and,
- considering properties associated with schools that may close and sites that may be considered for future disposition.

Offering space in school board facilities to partners provides opportunities to:

- reduce facility operating costs for school boards and government
- improve services and supports available to students
- strengthen relationships between school boards and community partners and the public
- maximize the use of public infrastructure through increased flexibility and utilization
- provide a foundation for improved service delivery for communities
- provide opportunities for new and/or additional sources of funds for financing building improvements and program delivery

This policy is not intended to disrupt agreements with existing community partners.

e. Where there is overlap in requests from several school to one organization or company, the Principals shall work collaboratively to ensure goodwill in the community partnership with the Public Relations Officer.
f. Where feasible the Board will endeavor to arrange agreements with local, provincial or national companies or organizations. The Board will endeavor to achieve a fair distribution of goods, services or funds.

4. Advertising or Sponsorship Agreements

a. The following information shall be collected in order to determine a sponsor's or advertiser's eligibility:
    i. The school or Board staff clearly determine the sponsor's or advertiser's expectations of the school and/or the Board;
    ii. The nature of the product or service being offered by the sponsor or advertiser;
    iii. Information about the sponsor's or advertiser's history, ownership and reputation;
    iv. The program, event, or location around which the sponsor or advertiser wishes to create an agreement;
    v. The representatives of the firm with whom the Board staff will work, including any outside advertising or communications agency.

b. The following details shall be outlined prior to establishing a contractual agreement:
    i. The length of the agreement;
    ii. The specific commitment of the parties, e.g. fees to be paid by the advertiser, products to be supplied by the sponsor, location of the advertising, etc.;
    iii. The nature of the rights of the advertiser or sponsor;
    iv. The nature of the rights of the school and the Board.

c. The conditions and terms of an advertising program or sponsorship shall be embodied in a written agreement.

d. The Board reserves the right to terminate an existing advertising agreement or sponsorship should any of the following occur:
    i. An advertiser or sponsor become ineligible under any of the terms outlined in the agreement;
    ii. The advertiser or sponsor uses the name of the Greater Essex County District School Board outside the parameters of the agreement or sponsorship association;
    iii. The advertiser or sponsor develops a public image incompatible with the Board's mission, values, policies or curricular goals;
    iv. There is mutual agreement to terminate.

e. Joint Ventures/Partnerships for capital projects must follow Policy and Regulation BA-04 "Joint Ventures – Capital Projects".

5. Ownership/Responsibility

a. Items received or purchased by schools hall be retained at the receiving school under the ownership of the Board.

b. The Board shall retain the discretion to remove, repair, or modify any items as required.
c. Principals shall keep a record of donations received by the school from individuals or organizations with a copy sent to the Business Office.

6. Corporate Sponsorships or Uniforms

The provision of “Ontario Federation of School Athletic Association (“OFFSAA”) Uniform sponsorship Policy”, By-law 6, section 2(h) shall apply to sporting uniforms.