

Administrative Procedure 152

ADVERTISING / SOLICITING ON SCHOOL PROPERTY

Background

The Division believes that public access to schools is to be for the purpose of enhancing the students' education and the school culture. The Division acknowledges its responsibility to parents and to the schools to ensure that students and staff are not subjected as a captive audience to advertising or canvassing of a commercial, political, or religious nature.

The Division recognizes that schools, while wishing to maintain positive relations with the greater community, are often under pressure to accommodate advertising or canvassing requests.

There is a need to be cautious regarding advertising in school and School Council newsletters. Advertising of a significant nature in schools requires careful consideration by all stakeholder groups. Corporate sponsorship of any kind in the schools is to be carefully considered by all stakeholder groups.

Procedures

1. Paid advertising shall not be accepted for inclusion in school or School Council newsletters, or in the Division newsletter.
2. Requests for corporate and/or commercial advertising of a significant nature in schools must be presented to and discussed by School Council and communicated to the Superintendent. The communication to the Superintendent must include a recommendation from the principal.
3. Any advertising permitted in schools must reflect our philosophy of Catholic Education and our Catholic identity and values.
4. Advertising on school buses is prohibited.
5. No person shall be admitted to the school to promote the sale of goods and services without the approval of the principal or Superintendent.
6. The names and addresses of students, teachers, and staff members shall not be released or furnished to unauthorized persons.
7. The Division assumes no liability or obligation for individual contracts schools hold with advertisers.

Reference: Section 27, 60, 61, 113, School Act
Freedom of Information and Protection of Privacy Act

