



Brant Haldimand Norfolk Catholic District School Board

POLICY: ADVERTISING EXPENDITURES

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| Adopted: | 26/06/07 | Policy No: | 700.09 |
| Revised: | dd/mm/yy | Policy Category: | Finance |

Policy Statement:

The Brant Haldimand Norfolk Catholic District School Board supports advertising expenditures for the purpose 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. The level of expenditure should be appropriate to school board status as a taxpayer funded organization whose sole purpose is to provide a distinctive Catholic education.

Policy Criteria:

- Advertising must be appropriate and compatible with the mission statement, values, goals and policies of the Brant Haldimand Norfolk Catholic District School Board.
- Due diligence is exercised in determining the advertising medium that maximizes cost efficiency.
- Appropriate approvals support the nature and the extent of an advertising campaign.
- Advertising campaigns are targeted to specific groups that have a demonstrable need for information.
- Advertising presents objective, factual and explanatory information based on verifiable facts in an unbiased, fair and equitable manner.
- Advertising campaigns are in compliance with any applicable laws and regulations.
- A process is in place to ensure that significant advertising expenditures are competitively placed.

Glossary of Key Policy Terms: n/a

Statutory/Regulatory/Related Board Policy Linkages:



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ADMINISTRATIVE PROCEDURES: ADVERTISING EXPENDITURES

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1. All Board print advertisements will include the Board logo, and where appropriate, the names of the Chair of the Board and Director of Education. In cases where images such as logos from other organizations are to be used, consent from said organizations must be obtained.
2. All board-wide advertising campaigns must be pre-approved by the Director of Education.
3. All Board advertising will be coordinated by the Director of Education or designate.
4. Any representation of the Brant Haldimand Norfolk Catholic District School Board by outside agencies must be approved as to content, frequency and style of publication by the Director of Education or designate.
5. The Coordinator of Communications and Community Relations may be called on at any given time to assist a school to produce an advertisement for a school-specific event or purpose. In these cases, the Coordinator of Communications and Community Relations can prepare the advertisements, obtain approval from the Superintendent responsible and ensure delivery to the appropriate media outlet.
6. Each budget year, departments will budget for their advertising requirements. Such expenditures will be supported with rationale for the proposed advertising.
7. Advertising expenditures will be coded to the appropriate department's advertising budget account.
8. Examples of suitable advertising expenditures include:
 - School registration including kindergarten registration
 - Program offerings
 - Extracurricular activities
 - Public consultations
 - Employment opportunities
 - Request for tenders for goods and services
 - Board accountability to the public (i.e. annual publication of financial statements)
 - Information to the Catholic education community about constitutional rights and the availability of Catholic education in their community