



Living Sky School Division No. 202

Procedure Type: School Operations

Procedure Number: 4.35

Procedure Title: Advertising and Corporate Sponsorship

Legal Reference: *Education Act, 1995* Sections 367, 368

Approval Date: November 10, 2010

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Background

Living Sky School Division supports fair and equitable transactions with all members of the community. The School Division encourages the establishment of positive relationships and partnerships with the business community keeping in mind that these relationships and partnerships must provide beneficial opportunities for students.

Procedures

1. Partnerships

- a. Partnerships in education are to be mutually beneficial and follow the *Ethical Guidelines for Business-Education Partnerships* established by the Conference Board of Canada. (See appendix or web-site.)
<http://www.conferenceboard.ca/education/learning-tools/pdfs/ethical.pdf>
- b. Partnerships may be established if they meet the following conditions:
 - i. the partnership enhances the quality of education for learners through meaningful connection to the education program
 - ii. the partnership is based on clearly defined expectations, roles, and responsibilities of partners as developed through a consultative process
 - iii. plans are put in place to evaluate the partnership on an on-going basis
 - iv. the partnership is voluntary and may be terminated by one or both partners at any time.

2. Curricula

- a. The School Division supports curricula established according to the Ministry of Education guidelines, rather than that of a business or corporation.



3. Materials

- a. Any materials used in support of school division authorized curriculum or programs that are sponsored or developed by corporations must meet the following conditions:
 - i. material must be accurate, objective, and complete
 - ii. material must be written in a manner appropriate to the target age group
 - iii. material must be promoted in a conservative manner, fitting that of a center of learning.
- b. Subject to the approval of the Director or designate, corporate sampling or product distribution may be permitted if the material is consistent with the goals of the school program, and enhancing to the school program.
- c. The demonstration of materials at a school by a representative of a business is permitted subject to the approval of the Director or designate.

4. Professional Development Activities

- a. Sponsorship of employee professional development activities is permissible subject to the approval of the Director or designate.

5. Extra-Curricular Activities

- a. Sponsorship of a specific event is permitted subject to the approval of the Director or designate. Such involvement must be consistent with the goals, values, and mission of the School Division.

6. Advertising

- a. The direct advertising of products or services that are inconsistent with the goals and values of the School Division is not permitted on school premises.
- b. Passive advertising, such as that found on vending machines, equipment, and print materials is permitted, if authorized by the principal.
- c. Signage which explicitly promotes a business or product is permissible provided that the signage is needed to acknowledge the contribution of a business for a specific event.
- d. The School Division does not support any one company securing exclusive rights to any form of advertising, signage, or corporate contribution to a school.

7. Donations

- a. All donated materials must be educationally appropriate to the school, as determined by the principal in consultation with the Director or designate.
- b. Donations of money for fund-raisers, awards, or bursaries may be accepted.
- c. Charitable receipts must be processed through Accounting.



Appendix

The Conference Board of Canada National Business and Education Centre:

Ethical Guidelines for Business-Education Partnerships

Business-education partnerships are mutually beneficial relationships between employers and educators that are designed to enhance learning for students and other learners. They may involve other education stakeholders as partners, including students, employees, parents, communities, labour, and government organizations. Most business-education partnerships are co-operative relationships in which partners share values, objectives, human, material or financial resources, roles and responsibilities in order to achieve desired learning outcomes.

Canadian employers and educators support business-education partnerships that:

- Enhance the quality and relevance of education for learners
- Mutually benefit all partners
- Treat fairly and equitably all those served by the partnership
- Provide opportunities for all partners to meet their shared social responsibilities toward education
- Acknowledge and celebrate each partner's contribution through appropriate forms of recognition
- Are consistent with the ethics and core values of all partners
- Are based on the clearly defined expectations of all partners
- Are based on shared or aligned objectives that support the goals of the partner organizations
- Allocate resources to complement and not replace public funding for education
- Measure and evaluate partnership performance to make informed decisions that ensure continuous improvement
- Are developed and structured in consultation with all partners
- Recognize and respect each partner's expertise
- Identify clearly defined roles and responsibilities for all partners
- Involve individual participants on a voluntary basis.