

SCHOOL DISTRICT NO. 51 (BOUNDARY)

P O L I C Y

SECTION	TITLE	NO. 1300
GOVERNANCE/COMMUNICATIONS	<u>Corporate, Advertising, Canvassing</u>	

DATE ADOPTED: June 27, 2000

DATE AMENDED: April 14, 2009

School/business relationships based on sound principles can contribute to high quality education. However, compulsory attendance confers on educators an obligation to protect the welfare of their students and the integrity of the learning environment. Therefore, when working together, schools and businesses must ensure that educational values are not distorted in the process. The Board expects that school/business relations will be conducted in an ethical manner in accordance with the following Principles and Regulations.

P R I N C I P L E S

1. Selling or providing access to a captive audience in the classroom for commercial purposes is exploitation and a violation of the public trust.
2. Since school property and time are publicly funded, selling or providing access to advertising on school property outside the classroom involves ethical and legal issues.
3. Curriculum and instruction are within the purview of educators.

R E G U L A T I O N S

1. A school will not be used to display, distribute, or otherwise advertize a product, service, or function on behalf of any person, business, or organization, unless all the following criteria are met and has been approved by the Superintendent of Schools:
 - a) The primary purpose is such that it contributes to the education programme;
 - b) The claims made in such materials are not false or misleading;
 - c) It does not imply endorsement by the school or school district;
 - d) The display of such material will not lead to the exploitation of the students through undue pressure and influence;

- e) The request(s) does not cause undue disruption of time or routine; and
 - f) It does not contain written or pictorial material whose purpose or image is inconsistent with the school district's mission statement.
 - g) Material must be secular.
2. Requests for distribution involving a number of schools or the entire District will be referred to the office of the Superintendent of Schools.
 3. Instructional materials furnished by private sources may be used if they match the B.C. curriculum and are approved by the Superintendent/
 4. Advertising in school or district publications or electronic media may be approved by the Superintendent
 5. Corporate involvement shall not require students to observe, listen to, or read commercial advertising.
 6. Corporate involvement must support the goals and objectives of the schools.
 7. Programs of corporate involvement must be structured to meet an identified educational need, not a commercial motive, and must be evaluated for educational effectiveness by the school/district on an ongoing basis.
 8. Schools and educators shall hold sponsored and donated materials to the same standard used for the selection and purchase of curriculum materials.
 9. Corporate involvement programs shall not limit the discretion of the schools and teachers in the use of sponsored materials.
 10. Sponsor recognition and corporate logos shall be for identification rather than commercial purposes.
 11. All corporate sponsorship and advertising relationships shall be confirmed by a written contract.