



**DISTRICT SCHOOL BOARD
ONTARIO NORTH EAST**

Policy No. 1.2.21

Section: System Policies and Procedures

Related References:

Appendices:

Approved: June 19, 2007

Revised: April 15, 2014

Review Date:

TITLE: COMMUNICATIONS POLICY – BOARD ADVERTISING

1.0 Rationale:

Advertising expenditures should be for purposes of informing and educating the public;

Advertising should create awareness of education programs services, issues, events and community activities.

Advertising practices will occur through a tendering process to provide services, supplies and equipment;

The Director of Education or designate is authorized to place advertisements on the Board Website and in other media which in his/her opinion best serve the interests of the Board and is consistent with sound practice.

PROCEDURES:

Sound Practices for Advertising include:

1. School registration
2. Program offerings
3. Extra-curricular activities
4. Public consultation (Strategic Plan, ARC)
5. Employment opportunities
6. Requests for tenders for goods and services
7. School Board accountability to the public (annual publication of Board financial statement and Director's Annual Report).

The Board will exercise due diligence in determining the advertising that maximizes cost efficiency. The Director of Education or designate will prioritize advertising campaigns that will produce measurable outcomes.