



SUDBURY CATHOLIC DISTRICT SCHOOL BOARD

165A D'YOUVILLE STREET, SUDBURY, ONTARIO P3C 5E7 tel. (705) 673-5620 fax (705) 673-6670

<http://www.scdsb.edu.on.ca>

**ADMINISTRATIVE
PROCEDURES
AND GUIDELINES
APG #CS24**

ADVERTISING

PREAMBLE

The Sudbury 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.

- Advertising must be appropriate and compatible with the Mission Statement, values, goals and policies of the Sudbury 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.

References

Ministry of Education Guidelines - Memo 2006:B15

Effective Date : April 1, 2007
Revised Date : _____

Interim Director of Education : _____



SUDBURY CATHOLIC DISTRICT SCHOOL BOARD

165A D'YOUVILLE STREET, SUDBURY, ONTARIO P3C 5E7 tel. (705) 673-5620 fax (705) 673-6670

<http://www.scdsb.edu.on.ca>

ADMINISTRATIVE PROCEDURES AND GUIDELINES APG #CS24

ADVERTISING

1. All Board initiated print advertisements will include the names of the Chair of the Board and Director of Education and the Board logo. 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 co-ordinated by the Director of Education and/or designate.
4. Any representation of the Sudbury Catholic District School Board to outside agencies or the public, must be approved as to content, frequency and style of publication by the Director of Education and/or designate.
5. School Promotional and advertising materials (flyers, newspaper ads, brochures, etc.) for distribution to the public or media must be directed through the Communications Office for prior approval.

This information can only be released for distribution after it has been approved by the Communications Officer in consultation with the Director of Education.

This information must be sent to the Communications Officer 10 working days in advance of the air dates or distribution dates.

6. Each budget year, schools and departments will exercise due diligence to ensure the advertising medium utilized achieves cost efficiencies and that there is an adequate budget to support their advertising requirements.
7. Suitable advertising expenditures include:
 - a. School registration including junior kindergarten and kindergarten registration;
 - b. Program offerings;

Effective Date : April 1, 2007
Revised Date : _____

Interim Director of Education : _____



SUDBURY CATHOLIC DISTRICT SCHOOL BOARD

165A D'YOUVILLE STREET, SUDBURY, ONTARIO P3C 5E7 tel. (705) 673-5620 fax (705) 673-6670

<http://www.scdsb.edu.on.ca>

ADMINISTRATIVE PROCEDURES AND GUIDELINES APG #CS24

ADVERTISING

- c. Extracurricular activities;
- d. Public consultations;
- e. Employment opportunities;
- f. Request for tenders for goods and services;
- g. Board accountability to the public (i.e. annual publication of financial statements);
- h. Information to Catholic education stakeholders about their constitutional rights and the availability of Catholic education in their community.

Effective Date : April 1, 2007
Revised Date : _____

Interim Director of Education : _____