



ADMINISTRATIVE PROCEDURES

ADVERTISING EXPENDITURES (Policy Statement: Advertising Expenditures)

Purpose

The purpose of the Algonquin and Lakeshore Catholic District School Board Administrative Procedures is to provide guidance to staff in determining the purpose for advertising and the procedures to be used in meeting the advertising requirements of the Board.

References

Multi-Year Strategic Plan
Ministry of Education Guidelines
Procurement Policy
Product or Service Endorsement – Advertising in Schools Policy

Procedures

1. All Board initiated print and/or digital advertisements will be reviewed by the Communications Department and, where applicable, 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 Communications Department.
4. Any representation of the Algonquin and Lakeshore Catholic District School Board by outside agencies must be approved as to content, frequency and style of publication by the Director of Education and/or designate.
5. The Communications Department 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 Communications Department can prepare the advertisements, obtain approval from the Superintendent responsible and ensure delivery to the appropriate media outlet.
6. Each budget year, departments will exercise due diligence to ensure the advertising medium utilized achieves cost efficiencies and there is an adequate budget to support their advertising requirements.
7. Advertising expenditures will be coded to the appropriate department's advertising budget account code.



8. Suitable advertising expenditures may include but are not limited to the following items:
- School registration including kindergarten registration;
 - Program offerings;
 - Extracurricular activities;
 - Public consultations;
 - Employment opportunities;
 - Request for tenders / proposals for goods and services;
 - Board accountability to the public (i.e. annual publication of financial statements);
 - Information to Catholic education rightholders about their constitutional rights and the availability of Catholic education in their community.

Appendices

Forms

Revised May 2021