



## YORK REGION DISTRICT SCHOOL BOARD

### Policy #202.0, Board Advertising

WORKING DOCUMENT

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#### Executive Summary

The York Region District School Board supports the use of advertising to inform, educate and consult with members of the public to create awareness of education programs, services, issues, events and community activities of specific interest or benefit to York Region students and families.

The Board Advertising policy addresses the use of advertising to inform and educate the public and create awareness of education programs, services, issues, events and community activities.

#### What has Changed?

**Major changes to the document:** No major changes.

**Reason for review:** Four-year cyclical review.

**Who is affected by these changes and what is the impact on current practice?**

**Implementation timelines:** Immediate.

**Lead Superintendent(s)/Subject Matter Expert(s):** Licinio Miguelo, Senior Manager, Corporate Communications.

#### Stakeholder Groups with Responsibilities under this Policy

- The Board of Trustees
- The Director of Education
- Corporate Communications
- Supervisors / Principals

#### Relationship to Board Priorities

Public awareness of school programs and activities is key to parent, family and community engagement, which supports student learning. Because advertising is an expensive investment, great care is needed to ensure its judicious use, consistent with the responsible stewardship of Board resources.

## **Timelines and Next Steps**

This policy is scheduled for first review at the September 14, 2021 Policy and By-Law Committee meeting.

## **Providing Feedback**

Questions about this policy and/or procedure should be raised with your principal, manager or supervisor. If additional clarification is required, principals, managers and supervisors may contact the lead superintendent and/or subject matter expert through Trustee Services.

In accordance with Board Policy #285.0, [Board Policies, Procedures and Supporting Documents](#), the Board welcomes all comments and suggestions on Board policy.

Input is an important component of the review process. If you feel a policy and/or procedure needs to be revised, feedback may be submitted through the school council or by submitting the on-line form. In your response please;

- outline clearly the specific section(s) of the policy and/or procedure in which you are not comfortable,
- suggest specific alternate wording to reflect your position, and
- identify the reason(s) for your concern(s).

Specific recommendations or questions about the review process should be submitted using the on-line form or sent to the Assistant Manager, Corporate Policy via email at [policy.committee@yrdsb.ca](mailto:policy.committee@yrdsb.ca), or via telephone at 905-727-0022 extension 2570 or in hard copy at [The Education Centre – Aurora](#).

## **Legislative Context**

[Education Act](#)

## **Related Documents**

[Communications](#)

It is the expectation of the York Region District School Board that all employees, students and persons invited to or visiting Board property, or partaking/volunteering in Board or school-sponsored events and activities, will respect the policies and procedures of the Board. The term “parents” refers to both biological/adoptive parents and guardians in all Board policies and procedures.



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## 1. Policy Statement

The York Region District School Board supports the use of advertising to inform, educate and consult with members of the public to create awareness of education programs, services, issues, events and community activities of specific interest or benefit to York Region students and families.

## 2. Application

This policy applies to Board staff, trustees and school councils.

## 3. Responsibilities

### 3.1 The Board of Trustees is responsible for:

- a) reviewing the Board Advertising policy in accordance with the [Multi-Year Strategic Plan](#) and approved policy review cycle; and
- b) understanding and communicating with members of the community about the Board Advertising policy.

### 3.2 The Director of Education, or designate, is responsible for:

- a) approving all advertising expenditures in accordance with the Board's approved budget; and
- b) implementing and operationalizing the Board Advertising policy.

### 4.3 Corporate Communications is responsible for:

- a) selecting advertising media for maximum cost efficiency, in consideration of the communications objectives, intended audiences, urgency of the message content, and competitive selection requirements;
- b) advising staff members regarding purchasing and production requirements;
- c) engaging technical support as needed; and
- d) reviewing and approving final advertisement content.

### 4.4 Staff members are responsible for:

- a) identifying advertising objectives;
- b) targeting specific outcomes;
- c) drafting advertisement content;

- d) submitting content to Corporate Communications for review and approval; and
- e) evaluating advertising objectively for measurable results.

## **4. Definitions**

### **4.1 Board Advertising**

Messages communicated on behalf of the York Region District School Board or affiliated groups and agencies via paid media.

## **5. Contact**

Director's Office, Corporate Communications

## **6. History**

Approved: 2007

Revised: 2012, 2017, 2013, 2018, 2021

Working Document: October 2021