



Status Update on the Review of the Distribution and Display of Materials for Students and Parents from External Groups Policy (P041) and Advertising Policy (P006)

To: Governance and Policy Committee

Date: 24 April, 2019

Report No.: 04-19-3625

Strategic Directions

- Create a Culture for Student and Staff Well-Being
- Provide Equity of Access to Learning Opportunities for All Students
- Allocate Human and Financial Resources Strategically to Support Student Needs
- Build Strong Relationships and Partnerships Within School Communities to Support Student Learning and Well-Being

Recommendation

It is recommended that:

1. the Governance and Policy Committee provide policy directions for revision of the Advertising Policy (P006) and the Distribution and Display of Materials for Students and Parents from External Groups Policy (P041); and
2. staff prepare draft policy consistent with the directions provided by the Governance and Policy Committee and present it for Committee's consideration in the 2019 fall cycle.

Context

The purpose of this report is to provide the new Board of Trustees with an update, and seek policy direction, on the review of both the Distribution and Display of Materials for Students and Parents from External Groups Policy (P041) and the Advertising Policy (P006) (see Appendix A: Decision-Making Points).

The Distribution and Display of Materials for Students and Parents from External Groups Policy (P041) (see Appendix B) was adopted by the Board of Trustees on 28 April 1999. In 30 March 2017, the Governance and Policy Committee initiated review of the Distribution and Display of Materials for Students and Parents from External Groups Policy and approved the Policy Review Work Plan (Appendix C). As part of the review, staff conducted an extensive survey of internal stakeholders including Superintendents, Principals, and Vice-Principals (see Appendix D: Summary of Results).

The Advertising Policy (P006) (see Appendix E) was adopted on 12 June 2002, revised in March 2003 and most recently reviewed in January 2013. The Policy Review Work Plan (see Appendix F) for the Advertising Policy was approved at the 25 October 2017 Governance and Policy Committee meeting, and subsequently, by the Board of Trustees on 22 November 2017.

During the review of the above policies and the legislative framework, staff identified considerable duplication and overlap in the existing policies and found that the majority of other school boards have a combined policy relating to advertising and distribution of materials from external groups. As a result, and subject to the direction of the Board of Trustees, it is being recommended that these two Toronto District School Board (TDSB) policies be merged into one single policy, referred to as the Advertising Policy.

In addition, staff identified additional areas of the policy that require Board of Trustees directions. The decision-making points are included in this report (Appendix A) for Committee's consideration.

Action Plan and Associated Timeline

Based on the Governance and Policy Committee's directions, staff will prepare a draft revised Advertising Policy and conduct public consultations for a period of 60-days. The draft Policy will subsequently be presented to the Governance and Policy Committee in the fall cycle for consideration.

Resource Implications

No additional staffing or financial resources will be required for the review of these policies.

Communications Considerations

Following Board approval, the Policy will be communicated to the TDSB staff and the public.

Board Policy and Procedure Reference(s)

- Advertising Procedure (PR597)
- Distribution and Display of Materials for Students and Parents from External Groups Procedure (PR565)

Appendices

- Appendix A: Decision- Making Points
- Appendix B: Distribution and Display of Materials for Students and Parents from External Groups Policy (P041) - Current
- Appendix C: Policy Review Work Plan (P041)
- Appendix D: Summary of Survey Results (P041)
- Appendix E: Advertising Policy (P006) – Current
- Appendix F: Policy Review Work Plan (P006)

From

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DRAFT DECISION MAKING POINTS: ADVERTISING AND DISTRIBUTION OF MATERIALS POLICY

Definitions:

- *Advertising* means any public notice, representation, or activity, including promotional and marketing activities, that is intended to attract attention to a commercial or non-commercial product or service, the brand name of the product or service, the name of the premises where of the product or service is available, or the name under which the holder of the product or service carries on business.
- *Advertising Tools* can be delivered through various methods, including website posting, display of materials, social media marketing, newspaper, radio or television advertising, public speaking, distribution of flyers, booklets, promotional products (i.e. magnets, t-shirts or calendars, etc.), as well as event sponsorships, among other means. The terms "advertise" and "advertisement" have corresponding meanings.
- *Approved Vendors* are external entities selected and approved through a central procurement process.
- *Board Property* means all schools administrative and non-administrative Board-operated buildings or lands owned or occupied by the Board, including schools as defined by the *Education Act*. Board-owned vehicles and machinery are also considered Board property (*based on York DSB definition*).
- *Central agreements* are formal contractual agreements established between the TDSB and external entities for the delivery of education related programs, goods or services.
- *Distribution of Materials* means dissemination of information from external organizations to staff, students, parents/guardians and the broader school community through TDSB's distribution system.
- *Distribution System* refers to the TDSB's distribution system where information is circulated from central TDSB departments to local schools and may include physical (e.g. handouts, bulletin board, inclusion in a newsletter or making the materials available in the school office) or electronic (e.g., e-bulletin board) methods. Materials may be referred to the Principal and/or school council for final review and approval. The TDSB's distribution system referred to herein does not include school and school council websites, indoor or outdoor signage and apps used in classrooms.
- *Education related programs* are programs, goods or services provided by external agencies that support student engagement, well-being, parent engagement and achievement through the provision of services or programs that

enhance curriculum and help students expand their learning opportunities. These arrangements shall not be interpreted as forming legal partnerships under the Partnership Act or any Canadian jurisprudence.

- *Education Partnership Agreement*: A partnership agreement is a document defining the terms for educational programming or services implemented by external agencies at TDSB sites.
- *Public Health, Safety and Essential Notices* are informational messages shared by other levels of government or agencies (e.g. Ministry of Education, City of Toronto, Toronto Police, Toronto Public Health, etc.), the TDSB (e.g. Board departments, Board approved information, free and discounted tickets supporting students/family activities) or as approved by the Director of Education.

Provision 1: Application and Scope of the Policy

This Policy applies to all TDSB employees and Trustees.

The Policy also covers students, parents/guardians, volunteers, the Board's school councils, community advisory committees and their members, contractors, and Board visitors.

Permit holders are not permitted to advertise in schools as per the Permit Holder's Agreement.

School council advertising activities are governed by this Policy and must conform to the school council's mandate of improving pupil achievement and enhancing the accountability of the public education system through the active participation of parents, in accordance with Ontario Regulation 612/00.

Provision 2: Mission & Values

Advertisement materials must be consistent with the Board's Mission and Values and will not be in contravention of any Board policy.

The Board will not allow any advertising activities or distribution of materials on Board property, including in its schools or through Board communication mechanisms that are political or religious in nature, promote hatred, violence, prejudice, discrimination or bias against any groups or individuals.

Provision 3: Allowable Scope of Advertising

Option A:

Advertising on Board property will not be permitted, with the exception of public health, safety and essential notices and advertising of education-related programs, free or discounted tickets, goods and services provided by:

- (1) Board's partners, approved vendors or service providers (for-profit or non-profit) that have entered into formal agreement with the TDSB after completion of the required vetting process;
- (2) vendors (for-profit or non-profit) approved through the central procurement process;
- (3) entities approved by school principal after consultation with local school council; or
- (4) other levels of government and agencies (e.g., Ministry of Education, City of Toronto, Toronto Police Service) or as approved by the Director of Education.

All advertising must comply with applicable laws and the policies and procedures of the TDSB. Advertising permitted from these groups as listed above will be restricted in cases where a particular religion or set of beliefs is being promoted or the advertising is political in nature, except for instances as identified in the TDSB's Election Activities and Use of Board Resources Procedure (PR533), when the information informs or educates, raises awareness of issues in the community and/or facilitates community discussion.

The school principal may choose to not distribute any non-essential materials based on the fit and appropriateness for their school and community.

Option B (Staff Recommended):

Advertising on Board property will not be permitted, with the exception of public health or safety notices and advertising of education-related programs, goods and services by:

- (1) Board's partners, approved vendors or service providers (for-profit or non-profit) that have entered into formal agreement with the TDSB after completion of the required vetting process;
- (2) vendors (for-profit or non-profit) approved through the central procurement process; or
- (3) other levels of government and agencies (e.g., Ministry of Education, City of Toronto, Toronto Police Service) or as approved by the Director of Education.

All advertising must comply with applicable laws and the policies and procedures of the TDSB. Advertising permitted from these groups as listed above will be restricted in cases where a particular religion or set of beliefs is being promoted

or the advertising is political in nature, except for instances as identified in the TDSB's Election Activities and Use of Board Resources Procedure (PR533), when the information informs or educates, raises awareness of issues in the community and/or facilitates community discussion.

The school principal may choose to not distribute any non-essential materials based on the fit and appropriateness for their school and community.

Option C:

Advertising on Board property will not be permitted, except for public health or safety notices and information shared by other levels of government and agencies (e.g., Ministry of Education, City of Toronto, Toronto Police Service), or as approved by the Director of Education.

Provision 4: Limited Commercial and Restriction on Propaganda related Materials

The TDSB as an educational institution must not become a vehicle for circulation of materials intended primarily for commercial gain, or for propaganda materials which are inflammatory in nature or intent.

Provision 5: Canada's Anti-Spam Legislation (CASL) Compliance

The TDSB will ensure that any advertisement materials distributed electronically comply with Canada's Anti-Spam Legislation (CASL), including the consent to receive commercial information.

Provision 6: Accessibility Compliance

Providers of advertisement materials are responsible for ensuring that their materials (whether in electronic or hardcopy format) are in compliance with the *Accessibility for Ontarians with Disabilities Act* (AODA). Non-compliant materials will not be accepted and/or distributed by the TDSB.

Provision 7: Cost Recovery Model (Minimum) for Distributing Vendor Materials

All centrally approved advertising materials from external vendors and or partners may be distributed by the TDSB to individual schools for a fee as determined by the Board. The fee, at a minimum, will cover the TDSB's costs related to the distribution of materials.

Provision 8: School Food and Beverage Policy Compliance

All information and materials related to food and beverage that are distributed must comply with the guidelines as outlined in the Ministry of Education's Policy/Program Memorandum No. 150, "School Food and Beverage Policy."

Provision 9: Reducing Paper and Minimizing the TDSB's Environmental Footprint

The TDSB and its local schools will make an effort to reduce paper consumption and minimize its overall environmental footprint. Methods may include double-sided printing and photocopying, sibling lists, notices on half-sheets of paper, use of e-mail notices or online newsletters, use of projectors, chalk/whiteboards, Smart Boards and paper limits.

Provision 10: Opting Out of Materials Distributed

The TDSB's schools through the school principal, student councils, parent/guardians may request to opt out from receiving advertising and certain materials circulated through the TDSB's distribution system such as promotional materials from approved vendors/partners.

Local schools are permitted to establish signage in their schools with messaging such as 'no soliciting' or 'no flyers.' Information such as Public Health, Safety and Essential Notices must always be provided to schools.

Toronto District School Board

Policy P.041 SCS: Distribution and Display of Materials for Students and Parents From External Groups

Statement

As a community partner, the Toronto District School Board is committed to supporting the distribution and display of communications. This commitment recognizes the Board's responsibility to limit this type of access to students, staff and parents within guiding principles and administrative procedures that support the Board's Mission and Values Statements.

The following guiding principles and policy statements have been developed to ensure that decisions reflect the uniqueness of our community:

Guiding Principles

- Materials approved for distribution will be in keeping with the Board's Mission and Values Statements and will not be in contravention of any Board policy.
- At the school level, the principal will be accountable for the approval process and distribution of materials within the school and school community.
- Materials must be consistent with the school's goals, objectives and program.
- Materials will not promote a particular religion or set of beliefs.
- Materials which are political in nature and/or focus on issues, must inform or educate, create awareness of issues in the community and/or facilitate community discussions. Materials approved for distribution will not promote a specific party, group, person or personal point of view.
- Electronic communication will be governed by the appropriate Information Technology policies and will be consistent with this policy.
- Materials distributed to schools through the Board's courier system must comply with the guiding principles of this policy.

Adoption Date: April 28, 1999
Review Date:

Policy P.041 SCS

Policy P.041 SCS:

**Distribution and Display of Materials for Students and
Parents From External Groups**

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Policy P.041 SCS:

Distribution and Display of Materials for Students and
Parents From External Groups**Administrative Procedure**

The Director, or designate, will administer the policy on Distribution and Display of Materials for Students and Parents From External Groups using the following administrative procedures:

Roles and Responsibilities**A. Board**

Ontario Education Regulation 298, Section 24, states: *No advertisement or announcement shall be placed in a school or on school property or distributed or announced to the pupils on school property without the consent of the Board that operates the school except announcement of school activities.*

- A.1. Whereby the Board finds specific materials to be objectionable or inappropriate the Board, or its designate, reserves the right not to distribute and/or display any such materials.

B. Superintendents of Schools

- B.1. The superintendents of schools, upon request of the principal, will participate in the decision-making process, taking into account the Board's Mission and Values Statements, the uniqueness of the community, the school's goals, and the appropriate regulations.

C. Principals

- C.1. The principal will be responsible and accountable for the approval process and distribution of materials within the school and school community.

- C.2. Materials which *must* be distributed will be accompanied by specific directions in a memorandum from the appropriate department or supervisory officer, and may be limited to specific areas within the Toronto District School Board.

Note: Regulation 298, Section 12 states: *The Principal of a school shall provide for the prompt distribution to each member of the School Council any materials received by the Principal from the Ministry that are identified by the Ministry as being:*

- (a) *relevant to the functions of the School Council; and*
(b) *for distribution to the members of School Councils.*

- C.3. Principals will establish an in-school procedure for the assessment and for determining the suitability of distributing materials that arrive in the school. The scope of options available to them may include distribution, posting, announcement, inclusion in a newsletter, referral to the School Council, and making mate-

Policy P.041 SCS:**Distribution and Display of Materials for Students and Parents From External Groups**

- rials available in the school office. Recognizing the value of consultation, these procedures will include consultation with the School Council when appropriate.
- C.4. Principals will take into consideration the potential impact of distribution of materials on the resources of the school.
- C.5. Principals will advise and instruct their staff with regards to these procedures.
- C.6. Principals will work with school councils and student councils to develop guidelines for use in the review and assessment of materials sent directly to their organizations. In both cases, the principal will retain responsibility and accountability for materials approved for distribution to students and parents.
- C.7. Where it is unclear whether materials are appropriate for distribution or if a request for distribution raises questions or concerns, the principal will request that the superintendent of schools be involved in the decision.
- C.8. Principals will use their discretion, and refer to Ministry of Education and Training Policy/Program Memorandum No. 112, to ensure that materials providing information about community/cultural events are in accordance with the guiding principles of this policy and that the materials do not promote a particular faith group.

POLICY REVIEW WORK PLAN

All policies will be reviewed to ensure consistency with the TDSB's *Mission and Value Policy (P002)*, including the principles within the TDSB's Integrated Equity Framework that promote equity and inclusion.

Date: [November 9, 2016](#)

I. POLICY INFORMATION

Policy Title and Policy Number: [Distribution and Display of Materials for Students and Parents \(P041\)](#)

Review during fiscal year: [2016/17](#)

Last reviewed: [N/A](#)

Executive Council member responsible for this Policy review: [Associate Director, Finance and Operations](#)

II. PLANNING AND OBTAINING DIRECTIONS

This Policy Review Plan has been discussed with the Policy Coordinator:

- Yes
 No

This Policy Review Plan will be discussed at the Governance and Policy Committee meeting held on: [January 11, 2017](#)

III. REVISIONS

Formatting Changes

The Policy will be reformatted to ensure alignment with the current Policy Template (see Operational Procedure PR501, Policy Development and Management, Appendix A):

- Yes
 No

Content Changes

The Policy requires content revisions:

- Yes
 No

The content changes are due to the following reason(s):

- Legislation
- Government directives/policies
- Board decisions

- Operational requirements
 - Advertising Policy (P006) and the accompanying procedures
 - Education Act – R.R.O. 1990, Regulation 298 – Section 24
 - Educational Programming Partnerships Policy (P024)
 - Employee Conflict of Interest Policy (P057)
 - Equity Foundation Policy (P033)
 - Mission and Values Policy (P002)
 - School Activities Online Directory – launched 2016

- Simplify and/or update using plain language
- Alignment with Integrated Equity Framework

Additional information on the scope of the content changes:

- Separating procedures from the policy document
- Providing a clearer definition related to the types of distribution of materials within TDSB (e.g. external vendors to TDSB, TDSB to external community, Approved Educational Partners or Approved Vendors to TDSB, Non-partner Vendors to TDSB, etc.).
- Providing a reference list of **acceptable** and **not acceptable** distribution of materials within TDSB.
- Reference materials and key documents related to distribution of materials in schools.
- Best practices when reviewing distribution of materials.
- Providing the review and approval process.
- Defining the role and responsibilities of external organizations, schools, subject matter experts and Business Development department.

- A review of leading practices for similar policies across jurisdictions will be undertaken for this policy.

IV. INTERNAL REVIEWS AND SIGN-OFFS

The Policy review will include TDSB divisions affected by the Policy:

- Equity and Achievement
- Facilities, Sustainability and Employee Services
- Finance and Operations

In addition, the following departments will be required to sign-off on the proposed Draft Policy:

- Legal Services
- Governance and Board Services
- Government, Public and Community Relations

A sign-off from the Director of Education will be obtained before proceeding with external consultations and/or Committee/Board approval.

- Director of Education

V. EXTERNAL CONSULTATIONS

Are external consultations applicable to this Policy?

- Yes
- No (*Ministry of Education mandated policy or corporate policy without external stakeholders*)

Mandatory external consultations will include, at a minimum:

1. Posting of the working draft Policy on TDSB website for public feedback (30 days minimum)
2. Extending invitations for consultation to all Advisory Committees of the Board and conducting consultations with the Advisory Committees that expressed interest (either individually with each interested committee or collectively with representatives of all interested committees): **February – March 2017**
 - Aboriginal Community Advisory Committee
 - Alternative Schools Advisory Committee
 - Black Student Achievement Advisory Committee
 - Community Use of Schools Advisory Committee
 - Early Years Advisory Committee
 - Environmental Sustainability Community Advisory Committee
 - Equity Policy Advisory Committee
 - French as a Second Language Advisory Committee
 - Inner City Advisory Committee
 - Parent Involvement Advisory Committee (PIAC)
 - Special Education Advisory Committee (SEAC)
 - Student Nutrition Advisory Committee

In addition to mandatory consultations, other external participants and projected dates of consultation(s) include:

- Student SuperCouncil
- School Councils
- Other: [Toronto School Administrators' Association \(TSAA\)](#)

The following methods will be applied in the external consultations:

- Public meeting
- Facilitated focus group
- Call for public delegations
- Expert panel discussion
- Survey
- Posting on the TDSB website
- Other: [\[provide details\]](#)

VI. COMMITTEE/BOARD APPROVALS

Following external consultations and revisions, the working draft Policy will be presented to the Governance and Policy Committee on the following date: **April 2017**

Following recommendation by the Governance and Policy Committee, the revised Policy will be presented to the Board of Trustees on the following date: **June 2017**

Once approved, the revised Policy will replace the existing policy on the TDSB website.

VII. IMPLEMENTATION

Following Board approval, the final revised Policy will be communicated through:

- Posting of the revised Policy on the TDSB website through the Policy Coordinator
- Sharing with staff through the System Leaders' Bulletin

Policy implementation will include:

- Conducting information/training sessions to TDSB staff affected by the Policy

The projected time period for conducting information/training sessions to staff will be: **September – December 2017**

- Review of accompanying procedures: [Distribution and Display of Materials for Students and Parents From External Groups Procedure \(PR565\)](#)

Appendix D

Survey period: February 14 – 24, 2017 (9 business days)

Total # of respondents = 186

- SOE 3
- Admin Liaison 3
- Principals 100
- Vice Principals 21
- Office Administrators 59

1. How familiar are you with Policy P.041 SCS: Distribution and Display of Materials for Students and Parents from External Groups?

- Very familiar 7.5%
- Familiar 41.4%
- Somewhat familiar 35.5%
- Not familiar 15.6%

2. How would you quantify the number of flyers distributed in your school on a weekly basis?

- Very high 0.5%
- High 19.4%
- Just right 22.6%
- Low 55.4%
- Unsure 2.2%

3. How frequently do you receive distribution of material requests in your school/department?

- Daily 1.1%
- 1-2 times/week 28%
- 3-5 times/week 2.7%
- 6+ times/week 0.5%
- 1-2 times/month 10.2%
- Rarely 7.5%
- 2-3 times/month 1.6%
- Other (occasional throughout the year) 48.4%

4. How relevant/important are the services/programs being promoted in your school through distribution of materials to meet the needs of your students?

- Very relevant/important 4.8%
- Important 12.4%
- Moderate 61.3%
- Not relevant/important 18.3%
- Not Applicable 3.2%

5. Have you had any feedback from parents or students in regards to the flyers being distributed in your school?

- Yes, want more flyers 2.2%
- Questioned reasons for the distribution of flyers 8.1%
- Do not wish to receive any non-profit flyers 4.3%
- Do not wish to receive any for-profit flyers 3.2%
- Do not wish to receive any non-profit Partners' flyers 3.8%
- Do not wish to receive any for-profit Partners' flyers 3.8%
- No feedback or objection 86.6%
- Other suggestions 4.8%

6. How do you decide regarding a new distribution of materials request?

- Local decision (by Principals) 44.1%
- Check with Supervisors 33.3%
- Check with Central Partnership Office 21%
- Check with Business Development 26.9%
- Check with Business Development SharePoint site 28%
- Other 4.8%

7. When you receive a distribution of material request, are you able to navigate the Business Development SharePoint site to identify if the flyer/poster has been approved for distribution or not?

- Yes 26.3%
- Somewhat 14.5%
- Not really 10.2%
- Never used SharePoint 48.9%

8. How would you rate the efficiency of the existing distribution of materials process in TDSB?

- Very efficient 2.7%
- Efficient 23.7%
- OK 52.2%
- Not so great 11.3%
- Poor 3.2%
- Other 7%

9. When the draft policy is ready, would you be interested in reviewing the document?

- Yes 42.5%
- No 57.5%

10. Would you like to make any additional comments or suggestions? (i.e. missing questions, areas of Improvements with the DOM process, better ways to distribute flyers in schools, other)

- **Key Comments:**

- Too many promotional flyers, selling products and services.
- Schools are too busy to be distributing external agencies materials on their behalf.
- Schools not want to be viewed as endorsing or promoting external programs for external agencies.
- Schools should not be the outlet for community organizations to send their materials.
- Parents do not want children be used as messengers/distributors of mail.
- Our families often cannot afford most things offered (e.g. camps, athletics).

- **Recommendations:**

- Limit or reduce the number of flyers allowed for distribution within TDSB.
- Align TDSB distribution of materials policy with other Board's policy, in particular when handling non-partner's request for distributing promotional focused materials.
- Materials should be screened for educational relevance or with a purpose to support school activities.
- Clearer policy around the type of materials that are allowed for distribution within the school community.
- Clarification around for-profit and non-profit promotion by external groups.
- Ensure service/programs are relevant to schools/students/community

Toronto District School Board

Policy P006

Title: **ADVERTISING**
Adopted: June 12, 2002
Revised: **March 6, 2003** (Replaces E.012: Advertising)
Reviewed: February 2005, January 2013
Authorization:

1.0 OBJECTIVE

To identify parameters and acceptable best practices for advertising in schools

1.0 RESPONSIBILITY

Chief Financial Officer

2.0 DEFINITION

Advertising Advertising in schools may involve items such as yearbook advertisements, special event programs, fun fair sponsorships, partnerships, donor recognition, athletic uniforms and T-shirts.

3.0 POLICY

- 3.1. All forms of advertising will comply with the Board policies: P002, Mission and Values and P041, Distribution and Display of Materials for Students and Parents From External Groups and all other Board policies.
- 3.2. Advertising initiatives with systemwide implication or that involve more than one school will be reviewed centrally, including contracts.
- 3.3. Without central approval, the use of the Board logo is prohibited in conjunction with commercial logos.
- 3.4. Acknowledgements of a permanent nature are acceptable as long as commercial logos are not employed.
- 3.5. External company logos may be used if they are of a temporary nature for a time specific for an event.
- 3.6. Sponsorship logo recognition for athletic and extra-curricular group items and clothing shall be permitted.

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- 3.7. The size and placement of logos on extra-curricular uniforms shall be in accordance with the Ontario Federation of School Athletic Associations' School Uniform Policy, and in circumstances not covered by OFSAA's policy, the school principal shall decide.
- 3.8. The Board may advertise its own centrally approved products and services throughout the system.

4.0 SPECIFIC DIRECTIVE

- 4.1. The Director is authorized to issue operational procedures to implement this policy.
- 4.2. The Director will develop a protocol and appeal process for staff to use to review and select commercial material from advertisers that is suggested for use as curriculum enhancement purposes or for use in the classroom for implementation in October 2002 and no new materials of this nature will be distributed in the meanwhile.
- 4.3. School councils, in consultation with the school principals, may further narrow the policy for application to the individual school.

5.0 REFERENCE DOCUMENTS

Policies

P002: Mission and Values

P047: Naming Schools and Special Purpose Areas

P041: Distribution and Display of Materials for Students and Parents From External Groups

Operational Procedure

PR507: Advertising

POLICY REVIEW WORK PLAN

All policies will be reviewed to ensure consistency with the TDSB's *Mission and Value (P002)* policy, including the principles within TDSB's Integrated Equity Framework that promote equity and inclusion.

Date: [October 11, 2017](#)

I. POLICY INFORMATION

Policy Title and Policy Number: [Advertising Policy \(P006\)](#)

Review during fiscal year: [2016/17](#)

Last revised: [March 6, 2003](#)

Last reviewed: [January 2013](#)

Executive Council member responsible for this Policy review: [Executive Officer, Finance](#)

II. PLANNING AND OBTAINING DIRECTIONS

This Policy Review Plan has been discussed with the Policy Coordinator:

- Yes
 No

This Policy Review Plan will be discussed at the Governance and Policy Committee meeting held on: [October 25, 2017](#)

III. REVISIONS

Formatting Changes

The Policy will be reformatted to ensure alignment with the current Policy Template (see Operational Procedure PR501, Policy Development and Management, Appendix A):

- Yes
 No

Content Changes

The Policy requires content revisions:

- Yes
 No

The content changes are due to the following reason(s):

- Legislation
- Government directives/policies
- Board decisions
- Operational requirements
- Simplify and/or update using plain language
- Alignment with Integrated Equity Framework

Additional information on the scope of the content changes:

Background:

Over the past three years, Business Development has received questions, comments and recommendations from the TDSB community (i.e. Superintendents, Principals, Vice Principals, staff and parents) related to what are considered appropriate versus inappropriate, approved versus not approved advertising activities within the TDSB.

Recommendations:

- Include reference to Ontario Regulation 298, s.24 under the *Education Act* in the rationale section of the policy, which governs advertisements and announcements in a school, on school property, or to pupils of these schools.
- Include definitions for Advertising, Board Property, and Marketing;
- Provide a reference list of what is considered ‘acceptable’ and ‘not acceptable’ advertising practice within TDSB. Consider criteria for partnership/affiliated groups to provide clarity and consistency surrounding commercial and non-commercial enterprises and when advertising is allowed.
- Clarify when is a commercial logo ‘allowed’ or ‘not allowed’ to be used on:
 - Emails and newsletters to parents and to the TDSB community;
 - Printed materials from approved TDSB partners/vendors;
 - Printed materials from external for-profit and non-profit organizations;
 - School and school council websites or social media tools (e.g. Facebook pages); and
 - Space improvement projects (e.g. scoreboards, track and fields, etc.)
- Clarify how schools and school councils can address advertising/promotional requests related to:
 - activities outside of school hours;
 - fundraising initiatives (i.e. annual yearbook sales);
 - incoming donations, grants and sponsorships opportunities;
 - requests received from the TDSB community (including parents) and the general public (i.e. local businesses); and
 - special events such as fun fairs, school fundraising events or celebrations.
- Reference to PR533, Use of Board Resources During Election Campaigns to prohibit

election related advertising.

- Reformat the Policy to align with the Board's Policy Template;

A review of leading practices for similar policies across jurisdictions will be undertaken for this policy.

IV. INTERNAL REVIEWS AND SIGN-OFFS

The Policy review will include TDSB divisions affected by the Policy:

- Equity and Achievement
- Facilities, Sustainability and Employee Services
- Finance and Operations

In addition, the following departments will be required to sign-off on the proposed Draft Policy:

- Legal Services
- Governance and Board Services
- Government, Public and Community Relations
- Equity, Engagement and Well-being

A sign-off from the Director of Education will be obtained before proceeding with external consultations and/or Committee/Board approval.

- Director of Education

V. EXTERNAL CONSULTATIONS

Are external consultations applicable to this Policy?

- Yes
- No (*Ministry of Education mandated policy or corporate policy without external stakeholders*)

Mandatory external consultations will include, at a minimum:

1. Posting of the working draft Policy on TDSB website for public feedback (30 days minimum)
2. Extending invitations for consultation to all Advisory Committees of the Board and conducting consultations with the Advisory Committees that expressed interest (either individually with each committee or collectively)

with representatives of interested committees):

- Aboriginal Community Advisory Committee
- Alternative Schools Advisory Committee
- Community Use of Schools Advisory Committee
- Early Years Advisory Committee
- Environmental Sustainability Community Advisory Committee
- Equity Policy Advisory Committee
- French as a Second Language Advisory Committee
- Inner City Advisory Committee
- Parent Involvement Advisory Committee (PIAC)
- Special Education Advisory Committee (SEAC)
- Student Nutrition Advisory Committee

In addition to mandatory consultations, other external participants and projected dates of consultation(s) include:

- Student SuperCouncil
- School Councils
- Other: [Toronto School Administrators' Association \(TSAA\)](#)

The following methods will be applied in the external consultations:

- Public meeting
- Facilitated focus group
- Call for public delegations
- Expert panel discussion
- Survey
- Posting on the TDSB website
- Other: electronic correspondence

VI. COMMITTEE/BOARD APPROVALS

Following external consultations and revisions, the working draft Policy will be presented to the Governance and Policy Committee on the following date: [May 30, 2018](#)

Following recommendation by the Governance and Policy Committee, the revised Policy will be presented to the Board on the following date: [June 20, 2018](#)

Once approved by the Board, the revised Policy will replace the existing policy on the TDSB website.

VII. IMPLEMENTATION

Following Board approval, the final revised Policy will be communicated through:

- Posting of the revised Policy on the TDSB website through the Policy Coordinator
- Sharing with staff through the System Leaders' Bulletin

Policy implementation will include:

- Conducting information/training sessions with the TDSB staff affected by the Policy

The projected time period for conducting information/training sessions with staff will be:

- Review of accompanying procedures, including: [PR507 - Advertising](#)