

NUMBER:	<i>to be determined</i>
TOPIC:	Advertising Expenditures
EFFECTIVE:	September 1, 2007
CROSS-REFERENCE:	
REVISION DATE:	September 1, 2011
RESPONSIBILITY:	Director of Education

INTENT STATEMENT:

Advertising expenditures should be for the purposes 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 primary purpose is to educate students.

Therefore, when expenditures are made on advertising whether through Board, School Generated or School Council Funds, the Halton District School Board is committed to ensuring:

- Due diligence is exercised in determining the advertising medium that maximizes cost effectiveness
- 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
- Measurable outcomes are produced as a result of advertising activities (for example increase in number of inquiries or participation rates; awareness surveys)
- There is a process in place to ensure that advertising expenditures are adequately managed to achieve planned outcomes (such as ensuring that the advertisement was done appropriately and checking actual against planned outcomes)
- There is a process in place to ensure that significant advertising expenditures are competitively placed.

PROCEDURES:

The following Board staff is authorized to approve advertising expenditures for Board, School Generated and School Council Funds:

- Principals and Vice Principals
- Superintendents
- Executive Officers
- Chief Information Officer
- Associate Director
- Director

These staff are also responsible for ensuring there is a process in place to ensure that advertising expenditures are adequately managed to achieve planned outcomes.

The Board's Purchasing Policy must be followed to ensure that significant advertising expenditures are competitively placed.

Examples of suitable uses for advertising include:

School registration

- Program offerings
- Extracurricular activities
- Public consultations
- Employment opportunities
- Requests for tenders of good and services
- School board accountability to the public (for example, annual publication of board financial statement)

Examples of inappropriate uses of advertising include:

- Recruiting students from other school boards or schools
- Providing unverifiable or inaccurate information or comparisons
- Using paid advertising or communications with parents, teachers, or students for the sole purpose of advocating the government or other education partners
- Using advertising that is not targeted to appropriate groups, for example through widespread phone calls and automatic phone messages