



Policy Manual – Administration

A.14 - Board Advertising Expenditures

The mission of Catholic Education in Hamilton-Wentworth, in union with our Bishop, is to enable all learners to realize the fullness of humanity of which Our Lord Jesus Christ is the model.

POLICY STATEMENT

The Hamilton-Wentworth Catholic District School Board recognizes its responsibility to keep Catholic education ratepayers and the public informed and aware of education programs, services, issues, events and community activities of specific interest or benefit to students and families. The Board believes it has a responsibility to inform Catholic education right holders about their constitutional rights and the availability of Catholic education in their community.

Purpose

Advertising expenditures should be 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 primary purpose is to educate students.

The Board, therefore, supports advertising expenditures in support of public awareness and information. Appropriate advertising expenditures include, but are not limited to:

- Information about constitutional rights and the availability of Catholic education within the community;
- Communication with parents, Catholic ratepayers, parishes, staff or students for the purpose of advocating the government to address certain issues;
- School registration, including Junior Kindergarten/ Kindergarten and Full Day Early Learning Kindergarten Program (FDELKP) registration;
- Program offerings – e.g. French Immersion, Byzantine Catholic Rite, International Languages, Adult and Continuing Education;
- Co-curricular activities;
- Public consultations;
- Employment opportunities;
- Requests for tenders for goods and services using on-line bidding services where appropriate; and
- Statements; Budget Priorities Survey, Catholic School News and Director’s Annual Report.

Responsibility

The Director of Education, **Associate Director of Corporate Services and Media & Communications Manager.**

Regulations

- Broader Public Sector Expense Directive, Management Board of Cabinet/Ministry of Finance, April 2011
- Broader Public Sector Expenses Directive Implementation Guide for Ontario School Boards, March 2012
- F.P.01 Purchasing Policy

Related Board Committee: Committee of the Whole

Policy Review Date:

BM Original Policy Approved April 10, 2007
Revisions: 04 June 12, 20 June 17, 01 February 2022 To
be reviewed every three years.