


Advertising, Corporate Sponsorship and Partnerships

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|  | | Adopted: June 28, 2011 Amended: July 28, 2014 |
| | External References: <ul style="list-style-type: none"> • Education Act: Sections 85, 87, 109, 110, 175 • Ethical Guidelines for Business-Education Partnerships | Internal References: <ul style="list-style-type: none"> • AP 436 Student and Staff Recognition • AP 525 Advertising, Corporate Sponsorship and Partnerships – Appendix A – Ethical Guidelines for Business-Education Partnerships • AP 526 Charitable Donations |

Background

The Division is committed to ensuring fair and equitable transactions with all members of the community.

The Division actively encourages the establishment of positive relationships and partnerships with the business community so long as such relationships provide opportunities to expand resources and experiences that benefit students. Board approval of partnerships is required.

Procedures

1. Partnerships

- 1.1 Partnerships in education are to be mutually beneficial and follow Administrative Procedures 525 Advertising, Corporate Sponsorship and Partnerships – Appendix A – Ethical Guidelines for Business–Education Partnerships established by the Conference Board of Canada.
- 1.2 Partnerships may be established if they:
 - 1.2.1 Enhance the quality of education for learners through meaningful connections to the education program.
 - 1.2.2 Are based on clearly defined expectations, roles and responsibilities of partners as developed through a consultation process.
 - 1.2.3 Are evaluated on an on-going basis.
 - 1.2.4 Are voluntary and may be terminated by one or both partners at any time.

2. Curricula

- 2.1 The Division does not support or accept sponsorship of any curriculum in the school by a business or corporation.

3. Teaching Materials

- 3.1 The materials sponsored or developed by corporations must be:
 - 3.1.1 Accurate, objective and complete.
 - 3.1.2 Written in a manner appropriate to the target age group.
 - 3.1.3 Promoted as conservatively as possible.

- 3.2 Subject to the approval of the Director or designate, corporate sampling or product distribution, either on or off school premises may be permitted if it is consistent with and enhances the school program.
 - 3.3 The demonstration of materials at a school by a representative of a business is permitted subject to the approval of the Director or designate.
4. Professional Development Activities
 - 4.1 Sponsorship of employee professional development activities is permissible subject to the approval of the Director or designate.
5. Extra-Curricular Activities
 - 5.1 Sponsorship of specific events is permitted if such involvement is consistent with the goals, values and mission of the Division.
6. Advertising
 - 6.1 The direct advertising of products or services that are not consistent with the goals and values of the Division is not permitted on school premises. Passive advertising as found on vending machines, equipment and print materials is permitted, if authorized by the Principal.
 - 6.2 Signage which explicitly promotes a business or product is permissible provided it is needed to acknowledge the contribution of a business for a specific event.
 - 6.3 No one (1) company is to be given exclusive rights to any form of advertising, signage, or corporate contribution to a school.
7. Donations
 - 7.1 All donated materials must be educationally appropriate to the school.
 - 7.2 Donation of money for fund-raisers, awards, or bursaries may be accepted. Refer to Administrative Procedures 436 Student and Staff Recognition and Administrative Procedures 526 Charitable Donations.
 - 7.3 Charitable receipts must be processed through the office of the Superintendent of Business and in accordance with Administrative Procedures 526 Charitable Donations.
 - 7.4 Cheques must be made out to Sun West School Division.

Ethical Guidelines for Business-Education Partnerships



External References:

- Education Act: Sections 85, 87, 109, 110, 175
- Ethical Guidelines for Business-Education Partnerships

Adopted: June 28, 2011

Amended: August 7, 2012

Internal References:

- AP 525 Advertising, Corporate Sponsorship and Partnerships

Ethical Guidelines for Business–Education Partnerships

Business–education partnerships are mutually beneficial relationships between employers and educators that are designed to enhance learning for students and other learners. They may involve other education stakeholders as partners, including students, employees, parents, communities, labour, and government organizations. Most business–education partnerships are co-operative relationships in which partners share values, objectives, human, material or financial resources, roles and responsibilities in order to achieve desired learning outcomes.

Canadian employers and educators support business–education partnerships that:

- Enhance the quality and relevance of education for learners
- Mutually benefit all partners
- Treat fairly and equitably all those served by the partnership
- Provide opportunities for all partners to meet their shared social responsibilities toward education
- Acknowledge and celebrate each partner's contributions through appropriate forms of recognition
- Are consistent with the ethics and core values of all partners
- Are based on the clearly defined expectations of all partners
- Are based on shared or aligned objectives that support the goals of the partner organizations
- Allocate resources to complement and not replace public funding for education
- Measure and evaluate partnership performance to make informed decisions that ensure continuous improvement
- Are developed and structured in consultation with all partners
- Recognize and respect each partner's expertise
- Identify clearly defined roles and responsibilities for all partners
- Involve individual participants on a voluntary basis



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This document was developed by the Business–Education Partnerships Forum, a program of the National Business and Education Centre, The Conference Board of Canada.