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## **ADVERTISING EXPENDITURES POLICY**

Date Approved: 2008 12 15

Projected Review Date: 2011

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### **Policy Statement**

It is the policy of the Hamilton-Wentworth District School Board that 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.

### **Responsibility:**

Director of Education and Secretary  
Associate Director of Education  
Superintendents of Education  
Superintendent of Business and Treasurer  
Executive Officers

### **1. Guiding Principles:**

When expenditures are made on advertising whether through Board, School Generated or School Council funds, the Hamilton-Wentworth District School Board is committed to ensuring:

1. The level of expenditure is appropriate to a school board's status as a taxpayer funded organization whose primary purpose is to educate students.
2. Due diligence is exercised in determining the advertising medium that maximizes cost effectiveness.
3. Appropriate approvals support the nature and the extent of an advertising campaign.
4. Advertising campaigns are addressed to groups that have a need for information.
5. Advertising presents objective, factual and explanatory information based on verifiable facts in an unbiased, fair and equitable manner
6. Advertising campaigns are in compliance with any applicable laws and regulations
7. Measurable outcomes are produced as a result of advertising activities (for example increase in number of inquiries or participation rates; awareness surveys)
8. 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)
9. There is a process in place to ensure that significant advertising expenditures are competitively placed.

## **2. Objectives**

The objectives of this policy ensures:

- All advertising expenditures incurred on behalf of the Board are determined in a fair, consistent and transparent manner;
- Board, School Generated or School Council Funds are used to obtain maximum value for each dollar spent consistent with the educational goals of the Board and fair business principles;
- 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;
- Advertising reflects the vision and mission of the Board.

## **3. A statement of intended outcome**

That staff with responsibility to approve expenditures for the Board ensure that advertising expenditures are adequately managed to achieve planned outcomes.

That the Board's Procurement Policy is followed to ensure that significant advertising expenditures are competitively placed.

## **4. Action Required**

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

- Director (or designate)
- Associate Director (or designate)
- Superintendents (or designate)
- Executive Officers (or designate)
- Principals
- Vice Principals

These staff members 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 Procurement Policy must be followed to ensure that significant advertising expenditures are competitively placed.

Examples of Suitable Uses for Advertising Include but are not limited to:

- 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)
- Informing stakeholders of the Board of key capital priorities of the Board.

Examples of Inappropriate Uses of Advertising Include but are not limited to:

- Providing unverifiable or inaccurate information or comparisons
- Using advertising that is not targeted to appropriate groups, for example through widespread phone calls and automatic phone messages

## **5. Key Measures of Success**

Successful and sound business practices are employed that align with the educational goals of the Board and fair business principles.

## **6. Reference to Any Related Policies**

- Purchasing Card Administrative Memo #B-3
- School Generated Funds Administrative Memo #B-2
- Ministry of Education School Board Expenditures Guidelines (2006:B-15)
- Advocacy Expenditures Policy
- Procurement Policy