



Advertising Expenditures

Date Approved: 2018

Projected Review Date: 2022

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PURPOSE:

Hamilton-Wentworth District School Board (HWDSB) believes 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. Advertising campaigns will be addressed to groups that have a need for information and will provide objective, factual and explanatory information based on verifiable facts in an unbiased, fair and equitable manner.

GUIDING PRINCIPLES:

When expenditures are made on advertising whether through Board, School Generated or School Council funds, HWDSB is committed to ensuring:

- The level of expenditure is appropriate to a school board's status as a taxpayer-funded organization whose primary purpose is to educate students.
- 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 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 significant advertising expenditures are competitively placed.

INTENDED OUTCOMES:

- 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.

RESPONSIBILITY:

Director of Education
Members of Executive Council



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TERMINOLOGY:

Advertising: the act of practice of calling public attention to services or needs, especially by paid announcements in newspapers and magazines, over radio or television, on billboards, etc.

Expenditure: the act of spending funds

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 Directors (or designate)
- Superintendents (or designate)
- Senior Managers/Managers (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 Procedure 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



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PROGRESS INDICATORS:

Intended Outcome	Assessment
That staff with responsibility to approve expenditures for the Board ensure that advertising expenditures are adequately managed to achieve planned outcomes.	Successful and sound business practices are employed that align with the educational goals of the Board and fair business principles.
That the Board's Procurement Policy is followed to ensure that significant advertising expenditures are competitively placed.	Successful and sound business practices are employed that align with the educational goals of the Board and fair business principles.

REFERENCES:

Government Documents

Ministry of Education School Board Expenditures Guidelines (2006:B-15)

HWDSB Policies

Advocacy Expenditures

Procurement