



Advertising

Board Received: March 27, 2017

Review Date: April 2021

Accountability:

1. Frequency of Reports – As needed
2. Criteria for Success – Advertising coordinated centrally
 - communications to stakeholder enhanced
 - advertising reflects equity and inclusiveness

Procedures:

1. All advertising shall be coordinated through the Board's Manager of Communications and Community Relations. Advertising must adhere to the Visual Identity Policy (SO25) and the Purchasing Policy (F6).
2. The originating school/department will provide the Manager of Communications and Community Relations a draft of the required print advertisement, script and storyboard for audio and visual advertisements. The draft will be reviewed to ensure adherence to Grand Erie standards.
3. The Board supports advertising expenditures in support of public awareness and information. Appropriate advertising expenditures include, but are not limited to:
 - school registration, including junior/senior kindergarten and secondary school
 - program offerings
 - extracurricular activities
 - public consultations
 - employment opportunities
 - requests for tenders for good and services
 - school board accountability to the public
 - informing a Board decision and/or initiative
 - partnership activities that benefit our students
4. All advertising using Board funds, or raised under the auspices of the Board (including through school fundraising) must include an authorized version of the Grand Erie logo (see By-Law 19).
5. Advertising for community meetings, commercial bids and other items as required by regulation or statute, shall include the name of the Board Chair (appearing flush left, at bottom of advertisement) and the Director of Education (appearing flush right, at bottom of advertisement).