

**ST. CLAIR CATHOLIC DISTRICT SCHOOL BOARD
POLICIES AND PROCEDURES
SECTION B: ADMINISTRATION**

ADVERTISING EXPENDITURES FOR PUBLIC INFORMATION AND AWARENESS	PROCEDURE
EFFECTIVE: 2007 03 27 / 2011 09 13 / 2016 11 22	

ADMINISTRATIVE PROCEDURES:

1.0 Responsibility

- 1.1 The Director of Education, Supervisory Officers of the Board, Managers and the Supervisor of Communications shall approve and oversee all paid advertising of the Board.

2.0 Expectations

- 2.1 Appropriate advertising expenditures include, but are not limited to:
- a) The promotion of Catholic Education
 - b) School registration, including kindergarten registration
 - c) Program offerings
 - d) Extra-curricular activities
 - e) Public consultations
 - f) Employment opportunities
 - g) Requests for tenders for goods and services
 - h) School board accountability to the public – i.e., annual publication of board financial statements

3.0 Additional Information

- 3.1 The St. Clair Catholic District School Board is committed to the principles of equity and inclusive education, consistent with our Catholic teachings, which value and promote human rights and social justice in all Board policies, programs, guidelines, operations and practices.