
SCHOOL DISTRICT NO. 36 (SURREY)

No. 10805

POLICY: PROMOTION OF EXTERNAL AGENCIES THROUGH SCHOOLS

The purpose of this policy is to provide direction regarding the dissemination, through schools or district offices, of material promoting external agencies and/or their activities. "External agencies" in this context include individuals and private or public organizations, both incorporated and unincorporated (profit or not for profit), but excludes school-related bodies such as District Parent Advisory Council (DPAC), School Parent Advisory Council, School Planning Council, school clubs or teams, and student councils.

External agency materials will be divided into two categories:

1. Those materials of direct educational or student/parent/staff benefit, which the district finds value in. These materials may be approved by the Superintendent, Assistant Superintendents, Associate Superintendents, Secretary-Treasurer, Assistant Secretary-Treasurer, or Directors of Instruction, and will not necessarily involve a charge.
2. Those materials directed at parents or staff which involve a less explicit educational or operational benefit or which involve promotion or advertising of a product or service. These materials will be distributed only for a fee. Requests for distribution of materials for a fee will be coordinated by the Business Development Department. For materials directed at parents in the school district, a draft copy of the materials will be made available to DPAC for their review prior to publication through a review process outlined by regulation. The Secretary-Treasurer will have final approval of materials distributed to parents and staff.

Written confirmation of approval will be provided to the district Courier Mail Distribution Centre to assist with the prompt distribution of materials and information when material is delivered to the district Courier Mail Distribution Centre. Distribution will be subject to courier regulations and practices.

Materials of a political or partisan, violent or otherwise inappropriate nature will not be permitted.

Partnerships or sponsorships approved under Board Policy #10815 - *Business Development*, will be subject to the terms of the approved agreement for the promotion or distribution of materials or information.

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Principals may authorize the promotion or advertising of activities to their community where groups operate within that school community only where the activity is deemed to be in the interests of students and/or the school community. Any such advertising material and/or activity should not be of a commercial (for profit) nature and shall not be of a political or partisan nature.

Any costs incurred by the school district or individual schools in the circulation of approved promotional material, etc., are to be borne by the external agency concerned.

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2002-05-30
1999-07-08
Approved: 1986-02-27

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Policy #10815
