

Policy Title	Advertising Expenditures		
Date of Issue	September 18, 2007	Related Procedure	AP 4106-D
Revision Dates	February 21, 2012 (rev. Rationale-Strategic Plan); September 20, 2016; April 18, 2023	Related Forms	
Review Date	April 1, 2028	Originator	Board of Trustees
References			
BP 3501-D "Purchasing"; Ministry Memorandum 2006:B15			

1.0 RATIONALE

- 1.1 Bluewater District School Board policies will support and provide direction necessary to achieve the board's Vision, Mission, and Strategic Plan priorities.
- 1.2 In accordance with Ministry Memorandum 2006:B15, Bluewater District School Board 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.

2.0 POLICY

- 2.1 Bluewater District School Board supports expenditures on advertising when they are incurred for the purposes of informing and educating the public. The level of expenditure should be appropriate to school board status as a taxpayer funded organization whose primary purpose is to educate students.
- 2.2 Bluewater District School Board also supports the advertising expenditures directed at the implementation of approved business practices of the board such as, but not limited to advertising for the recruitment of staff, tendering of goods and services and publication of board financial statements.

3.0 SYSTEM EXPECTATIONS

- 3.1 It is the responsibility of the director of education to administer this policy, in accordance with AP 4106-D "Advertising Expenditures", ensuring:
 - 3.1.1 due diligence is exercised in determining the advertising medium that maximizes cost effectiveness;
 - 3.1.2 appropriate approvals support the nature and the extent of an advertising campaign;
 - 3.1.3 advertising campaigns are targeted to specific groups that have a demonstrable need for information;
 - 3.1.4 advertising campaigns present factual and explanatory information based on verifiable facts in an unbiased, fair, and equitable manner;

- 3.1.5 advertising campaigns comply with any applicable laws, regulations, board policies, and administrative procedures (e.g., BP 3501-D “Purchasing”);
- 3.1.6 measurable outcomes are produced as a result of advertising activities;
- 3.1.7 advertising expenditures are planned and managed to ensure that the advertising campaign has achieved the desired outcome; and
- 3.1.8 there is a process in place to ensure that significant advertising expenditures are competitively placed.