



In keeping with its Mission, Vision and Values, the Niagara Catholic District School Board, the following are Administrative Operational Procedures for Advertising Expenditure.

PREAMBLE

The Board recognizes the value of advertising to inform and educate the public, and to create awareness of educational programs, services, issues, events and community activities, for the overall benefit of the broader Niagara Catholic community and the stakeholders we serve.

Board advertising refers to system-wide announcements, promotional publications of events including but not limited to school and program registrations, information regarding initiatives and partnerships, and other promotional campaigns, which may be disseminated through the media, including television, radio, newspapers, magazines, flyers, billboards, and various social media networks.

Board advertising in support of the implementation of specific business practices of the Board includes, but is not limited to advertising for employment and volunteer opportunities, tendering of goods and services, accommodation reviews, and information regarding public meetings.,

These Administrative Operational Procedures applies to all Board staff, the Board of Trustees and Catholic School Councils

1. All Board advertising and Board promotions shall be coordinated through the Board Services & Communications Officer.
2. Due diligence is to be used in the selection of the appropriate media, in order to minimize the cost and maximize the efficiency and the effectiveness of the advertising, in consideration of the communications objectives, intended audiences, urgency of the message content, and competitive selection requirements.
3. All final Board advertisements must be appropriate and consistent with the Mission, Vision and Values of the Board and in accordance with the Board's approved budget.
4. All Board advertising campaigns must present objective, factual and explanatory information on verifiable facts in an unbiased, fair and equitable manner.
5. All Board advertising must comply with any applicable laws and regulations.

Reference

- [**Broader Public Sector Accountability Act, 2010**](#)
- [**Niagara Catholic District School Board Policies/Procedures**](#)
 - [**Accessibility Customer Service Policy \(800.8.1\)**](#)
 - [**Accessibility Standards Policy \(800.8\)**](#)
 - [**Employee Code of Conduct and Ethics Policy \(201.17\)**](#)

- [*Purchasing/Supply Chain Management Policy \(600.1\)*](#)

Adopted Date:	March 27, 2007
Revision History:	April 28, 2020