



## **Advertising Policy (P006) and Distribution and Display of Materials for Students and Parents from External Groups Policy (P041) Review – Phase 5**

**To:** Governance and Policy Committee

**Date:** 13 January, 2021

**Report No.:** 01-21-4002

### **Strategic Directions**

- Provide Equity of Access to Learning Opportunities for All Students
- Allocate Human and Financial Resources Strategically to Support Student Needs
- Build Strong Relationships and Partnerships Within School Communities to Support Student Learning and Well-Being

### **Recommendation**

It is recommended that

- (1) the revised Advertising and Distribution of Materials Policy (P006), as presented in this report, be approved; and
- (2) the Distribution and Display of Materials for Students and Parents from External Groups Policy (P041) be rescinded.

### **Context**

The Advertising Policy (P006) (Appendix A) and Distribution and Display of Materials for Students and Parents from External Groups Policy (P041) (Appendix B) are being reviewed in accordance with the policy review work plans approved by the Board of Trustees on November 22, 2017 and April 19, 2017 respectively.

During the review of these policies, staff identified common elements in the existing policies and recommended merging the Advertising and the Distribution of Materials from External Groups policies. On April 24, 2019, the Governance and Policy Committee received a status update on the review of the policies and provided further

policy directions including the recommendation for merging the policies into one single policy. The policy directions were subsequently approved by the Board of Trustees.

Revisions to the proposed new Advertising and Distribution of Materials Policy (P006) (Appendix C) are based on Committee's directions, the Multi-Year Strategic Plan and feedback from various stakeholders received during policy consultations. Policy consultations with the Board's community advisory committees, Toronto School Administrators' Association (TSAA), school councils, Student Senate and the wider TDSB community were conducted from April 8, 2020 until December 31, 2020.

The revised Policy is being presented to the Committee for consideration and approval.

## **Action Plan and Associated Timeline**

Subject to the Governance and Policy Committee's directions, the revised Policy will be provided to the Board of Trustees for consideration and final approval. Staff will initiate the review of existing and, as required, development of new operational procedures to support implementation of the Policy.

## **Resource Implications**

No additional resources will be required for implementation of the revised Policy at this time.

## **Communications Considerations**

Following Board approval, the Policy will be communicated to the system and posted on the Board's public website.

## **Board Policy and Procedure Reference(s)**

- Advertising Procedure (PR597)
- Distribution and Display of Materials for Students and Parents from External Groups Procedure (PR565)

## **Appendices**

- Appendix A: Advertising Policy (P006) – current
- Appendix B: Distribution and Display of Materials for Students and Parents from External Groups Policy (P041) - current
- Appendix C: Advertising and Distribution of Materials Policy (P006) – newly revised

**From**

Craig Snider, Acting Associate Director, Business Operations and Service Excellence,  
at [craig.snider@tdsb.on.ca](mailto:craig.snider@tdsb.on.ca) or at 416-397-3188

Garry Green, Senior Manager, Community, Business and Student Transportation  
Services, at [garry.green@tdsb.on.ca](mailto:garry.green@tdsb.on.ca) or at 416-397-3883