



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: 10 February, 2021

Report No.: 02-21-4024

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 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- (2) the Distribution and Display of Materials for Students and Parents from External Groups Policy (P041) be rescinded.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 process, and at the request of the Board, staff conducted a survey with TDSB administrators, principals and vice-principals (Appendix C) particularly as it relates to distribution of materials. Staff incorporated the decision-making points (Appendix D) approved by the previous Governance and Policy Committee on April 24, 2019 and the Board of Trustees on May 22, 2019.

Revisions to the proposed new Advertising Policy (P006) (Appendix E) are based on Committee's directions received at the January 13, 2021 Governance and Policy Committee meeting. 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: Summary of Survey Results (P041)
- Appendix D: Decision-Making Points Approved by the Board of Trustees on May 22, 2019.
- Appendix E: Advertising Policy (P006) – newly revised

From

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