

Section:	School Administration
Title:	Commercial Activity in Schools by Outside Agencies

The Board of Education will establish procedures to process requests by outside agencies to distribute promotional or informational documentation in schools.

Schools will not be used to publicize an organization's products or services, except under Public/Private Partnership agreements formally approved by the Board of Education.

All requests to distribute information in our schools are channelled through the district office for review, research if needed, and approval.

The following criteria will be used to evaluate the suitability of distributing information to schools:

Who the target audience is:

- Staff – material that is meant to be distributed to staff will be forwarded, provided it is related to the mandate of the school district or is related to activities that are undertaken in the school and/or classroom. School Administration and staff make the decision to follow up.

Examples of material that is forwarded include information about field trip opportunities, fundraising information, partnership initiatives, and educational/professional development opportunities.

- Students and parents – information that is meant to be shared with students and parents regarding a particular product or service may be forwarded to schools provided the service is one that the parent community would avail itself of on a regular basis – for example, preschool information, licensed daycare, babysitting courses, extra-curricular clubs, camps, educational, recreational and cultural opportunities, etc.

Information in accordance with a Public/Private Partnership agreement with the school district will also be shared with students and parents.

- PAC/DPAC – information that is meant to be shared with PACs and DPAC will be forwarded.

Material will not be forwarded to schools if there is a 'conflict of interest' or if there is a perceived unfair advantage by the business community.

Materials of a political, violent or otherwise inappropriate nature will not be forwarded to schools.

Notwithstanding the above, the board will endeavour to support school-age initiatives sponsored by community not-for-profit and charitable organizations (i.e. Parks & Recreation, Arts Council, Mission Community Services, etc.).

Notwithstanding the above, the provisions in this procedure will not alter or limit the language regarding the Internal Mail service, contained in the Provincial Collective Agreement between the BCTF and BCPSEA and relevant arbitration.

In all situations, the school principal has the final decision to distribute or post the information to the school community.

Date Adopted: November 2000

Date Amended: May 2005 (Formerly AP 3.10.1, # 303)

Cross Reference: [Fundraising Administrative Procedure](#)