

CORPORATE INVOLVEMENT

POLICY

1. The Greater Saskatoon Catholic Board of Education believes that positive relationships with the business community can provide opportunities to expand resources that benefit the education of children.
2. Relationships with businesses must reflect principles expressed in the Church's concern for:
 - a) the dignity of the human person
 - b) human rights and responsibilities
 - c) human rights in the work place
 - d) the common good
 - e) a preferential option for the poor
3. The Board actively encourages the establishment of business partnerships and relationships.
4. The Board believes that it has the responsibility to ensure fair and equitable dealings with all members of the community.

REGULATIONS AND PROCEDURES

1. Establishment of Partnerships
 - a) Partnerships in education are to be mutually beneficial and follow the Ethical Guidelines for Business - Education Partnerships established by the Conference Board of Canada.
 - b) Partnerships are to be established in accordance with the following:
 - i) are to enhance the quality of education of learners through meaningful connections to the education program.
 - ii) are based on clearly defined expectations, roles and responsibilities of partners as developed through a consultation process.
 - iii) are to be evaluated on an on-going basis.
 - iv) are voluntary and may be terminated by one or both partners at any time.
2. Corporate Sponsorship of Curricula
 - a) The Board does not support or accept sponsorship by a business or corporation of any curricula in the school.
3. Corporate Developed Teaching/Learning Materials

- a) The materials sponsored or developed by corporations must be:
 - i) accurate, objective and complete
 - ii) written in a manner appropriate to the target age group
 - iii) as conservatively promoted as possible
 - b) Corporate sampling or product distribution on or off school premises may be permitted if it is consistent with and enhances the school program subject to the approval of the designated Superintendent.
 - c) The demonstration of materials at a school by a representative of a business is permitted subject to the approval of the designated Superintendent.
 - d) The use of sponsored materials does not imply endorsement by a school or the Board of either corporate products or messages.
4. Corporate Sponsorship of Professional Development Activities
- a) Sponsorship of employee professional development activities is permissible subject to the approval of the designated Superintendent.
5. Corporate Sponsorship of Extra-Curricular Activities
- a) Sponsorship of specific events is permitted if such involvement is consistent with the goals, values and mission of the division.
6. Corporate Endorsement
- a) Endorsement of specific products or services may be provided subject to the expressed written approval of the Board of Education.
 - b) The use of the name of the school division or school(s) may be used only with the written consent of the Director of Education.
7. Corporate Advertising
- a) The direct advertising of products or services to students on school premises is not permitted.
 - b) The selling and distribution of products or services to students on school premises is permitted provided it does not negatively affect instructional time, is appropriate to the school program and is authorized by the school principal.
 - c) Passive advertising as found on vending machines, equipment and print materials is permitted if authorized by the school principal.
 - d) Signage which explicitly promotes a business or product is permissible provided:
 - i) the signage is needed to acknowledge the contribution of a business for a specific event.
 - e) No one company will be given exclusive rights to any form of advertising, signage or corporate contribution to a school.

8. Corporate Donations

- a) All donated materials and/or goods must be educationally appropriate to the school or division.
- b) Artifacts or material of heritage value which may require special attention or preservation are not to be acquired by the Board. Such donations will be directed to appropriate agencies or organizations.
- c) Donations of monetary value are to be directed to the Greater Saskatoon Catholic Schools Foundation with the exception of awards or bursaries which may be designated to an individual.
- d) The Director of Education shall designate a Superintendent with the responsibility for all goods or materials received by the division.

9. Corporate Recognition

- a) Corporations should be acknowledged for their support in a manner appropriate to the educational environment.

EFFECTIVE DATE: February 2002