

DISTRIBUTION OF MATERIALS TO STUDENTS

Background

Numerous requests are made to the District to approve the distribution of promotional information to students. Requests include organizations with literature or information regarding non-profit and commercial youth activities, charities, political or religious matters and other commercial promotion.

Outside organizations' access to students is to be strictly controlled by allowing only material and information deemed appropriate to be circulated.

Recognized charitable organizations and other organizations having educational or community service attributes may be allowed access to schools under this Administrative Procedure.

Procedures

1. Participation by students in the activities of recognized charities will foster understanding of the needs of others and our collective responsibility for helping meet those needs. Activities such as the Terry Fox Run, Milk Run, Jump Rope for Heart, Get Out Alive Program, Poppy Day, UNICEF, etc. will help develop good citizenship in our students and are permitted at the discretion of the Principal. The above list is representative and not necessarily exhaustive.
2. All other arrangements with principals under this Administrative Procedure must have educational or social value and provide worthwhile service for students.
3. Activities allowed under the Administrative Procedure are to require minimal intrusion into instructional time.
4. Any advertising associated with an activity, event or other arrangement must be minimal, discrete and in good taste.
5. There can be no appearance of District endorsement of any arrangement allowed under the Administrative Procedure. Care must be exercised in judging whether an arrangement may be deemed to be "in restraint of trade".
6. The Superintendent, at his/her discretion, may review any arrangement appearing to require further judgment as to its appropriateness under this Administrative Procedure, and report this to the Board for its information or decision.
7. Requests for the circulation of information or brochures to students requires prior approval by the Superintendent. This circulation of information may be in the form of a school newsletter, electronic access (e.g. internet, telephone), posting of materials, or allowing students who so choose to pick up a brochure or materials following a school announcement.

8. Five categories of "arrangements" are possible. The examples shown are not intended to be exhaustive.
 - 8.1. Items involving individual students such as book sales, student travel, school photographs and child identity programs may be decided by the Principal, and this decision may involve consultation with the school Parents' Advisory Council. Commissions or payments received as a result of these arrangements are for the benefit of the school.
 - 8.2. Where the Principal and Parents' Advisory Council of a school are in agreement, vending machine(s) may be placed in schools. Products sold and types of vending machines are a school decision and must adhere to the Guidelines for Food and Beverage Sales in BC Schools – 2013" or any subsequent publication produced by the Province of BC. Contractual arrangements shall be reviewed by the Secretary-Treasurer.
 - 8.3. Sponsorships of teams, gifts of time clocks and similar arrangements shall be recommended by the Principal to the Superintendent for his/her decision.
 - 8.4. Twinning of schools with corporate partners shall be the subject of consultation between the Principal and the Superintendent with a recommendation proceeding to the Board.
 - 8.5. The Superintendent may approve applications for hockey schools, basketball camps, piano teaching, dance, etc. He/she will determine the amount and method of publicity allowed in the schools regarding such arrangements.

Reference: Sections 8, 17, 20, 22, 65, 85 School Act
Freedom of Information and Protection of Privacy Act
Guidelines for Food and Beverage Sales in BC Schools 2013

Adopted: November 2019
Revised: