

ADMINISTRATIVE PROCEDURE

General Administration

Advertising and Solicitations in Schools

GEN #20

Revised: August 2022

Background

Christ The Redeemer (CTR) Catholic Schools recognizes its dual responsibility; on the one hand, to provide for the use in the schools of informational materials from private, public and non-profit sources which tend to strengthen the curriculum and benefit the students and, on the other hand, to protect both students and their families from exploitation by commercial, organizational, and cultural interests.

Procedures

1. The facilities, the staff or the students of CTR Catholic must not be used in any manner to advertise or promote commercial, cultural, political, organizational or other non-school interests, except when, in the judgement of the Chief Superintendent, special circumstances prevail.
2. The participation of one or more schools at the request of any outside agency or individual in any community, city, provincial or national campaign for any purpose whatsoever will require the express permission of the Chief Superintendent. Initial approval may be given in principle, but the final authorization of any campaign will require that its details are accepted by the Chief Superintendent.
3. CTR Catholic receives dozens of requests each year from external agencies and organizations wanting to disseminate their information or sell their products, programs or services to our students, their families, and CTR Catholic's staff.
4. As a support and service to schools, Director of Communications, in consultation with the Learning Department personnel, centrally reviews materials that agencies would like to distribute to schools through our internal mail system and assesses these materials according to established criteria.
5. CTR Catholic only reviews mass distribution materials that will either be sent out to all schools or elementary, junior high and/or senior high schools. Individual school or community-based requests are at the discretion of the principal and are not reviewed at the district level.
6. CTR Catholic does not review individual presentations to determine their appropriateness. Principals have the authority to use their own discretion and have final say regarding presentations, concerts, etc. providing they are aligned with the district and school plan.
7. Submitting Approval Requests
 - 7.1 External groups, agencies and organizations must submit a written request - along with a copy of the actual letter, poster or brochure they wish to distribute to schools – for review and approval. The request can be sent via email to the Director of Communications, or via mail to the following address:
Director of Communications
Christ The Redeemer Catholic School Division
301-23 Riverside Drive
Okotoks, AB T1S 1B3
 - 7.2 Requests that pertain to curriculum-based information are forwarded to the Learning Department personnel for review and assessment. Once a decision is made by the supervisor, they are responsible for communicating the decision to the organization.
 - 7.3 External agencies are warned that principals have the authority to use their own discretion and have final say regarding the circulation of any materials or information at the school level. As such, the organization's information or materials may not be circulated, even if approved for distribution by CTR Catholic staff.

- 7.4 CTR Catholic reserves the right to refuse distribution of approved materials that do not meet third-party mail guidelines.
- 7.5 Criteria used to consider requests:
Materials are assessed according to the following criteria and may be approved for internal distribution if they:
- Are curriculum-related;
 - Have an educational focus (learning potential → curriculum fit);
 - Have a social value to students, their families or district staff; and
 - Support Catholic and district philosophies and teaching.
- 7.6 Materials not approved include anything that:
- Is contrary to Catholic philosophies and teachings;
 - Is contrary to CTR Catholic's administrative procedures (e.g., pertaining to field trips, etc.);
 - Contains fundraising initiatives, activities or proposals (e.g., selling item(s) on behalf of another organization such as selling chocolate bars, etc.);
 - Offers or provides coupons or programs which offer something "free" to students but require them to go to a business—outside an educational experience—to redeem the coupon (e.g., restaurants, sports venues, entertainment, etc.);
 - Features or includes advertising in which commercial interests predominate or are prominent;
 - Is a commercial venture or catalogue; and
 - Competes with district programs.
- 7.7 CTR Catholic does not want to appear to endorse certain organizations when there is no way to verify the level of service the organization in question provides or the credibility of the program(s) they offer.
- 7.8 CTR Catholic reserves the right to approve opportunities that may fall outside these guidelines if they have an educational focus or curricular fit.
- 7.9 If a request is not approved for internal distribution, the external agency may be advised:
- Of their option to send their materials directly to district schools; and
 - School fundraising proposals, ideas or initiatives are never approved for distribution via internal mail. The only option to have such information considered by schools is to send it directly via Canada Post. Some schools may be interested in exploring fundraising options they receive directly.
- 7.10 Questions regarding the general process for approving materials for distribution through internal mail, or regarding a decision made about a specific request, can be directed to the Director of Communications.
8. List of Approved Organizations and Agencies:
- Approved presentations related to Religious Education and Family Life; and
 - Social Justice Organizations and Charities.