

District School Board of Niagara

POLICY

SECTION:	BOARD GOVERNANCE AND ADMINISTRATION	POLICY:	A-17
TOPIC:	ADVERTISING EXPENDITURES FOR PUBLIC INFORMATION AND AWARENESS	PAGE:	1 of 1
		DATE:	February 2014
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The District School Board of Niagara recognizes and supports advertising expenditures for the purpose of informing and educating the public, as well as creating awareness of programs, services, issues, events and community activities of specific interest or benefit to students and families.

Therefore, appropriate advertising expenditures in support of public awareness and information include:

- School and program registration
- Program information and opportunities
- Extracurricular activities
- Public consultation and meetings
- Employment and volunteer opportunities
- Requests for tenders for goods and services
- Publication of documents
- Accommodation review information
- School Board accountability to the public