

<b>Policy Title</b>	<b>Advertising Expenditures</b>		
<b>Date of Issue</b>	September 18, 2007	<b>Related Procedure</b>	<b>AP 4106-D</b>
<b>Revision Dates</b>	February 21, 2012 (rev. Rationale-Strategic Plan); September 20, 2016	<b>Related Forms</b>	
<b>Review Date</b>	September 1, 2021	<b>Originator</b>	Board of Trustees
<b>References</b>			
BP 3501-D "Purchasing"; Ministry Memorandum 2006:B15			

**Policy:**

**1.0 RATIONALE**

- 1.1 Bluewater District School Board Policies will support and provide direction necessary to achieve the Board's Vision, Mission and Strategic Plan priorities.
- 1.2 In accordance with Ministry Memorandum 2006:B15 Bluewater District School Board endorses the following policy regarding advertising expenditures.

**2.0 POLICY**

- 2.1 Bluewater District School Board supports expenditures on advertising when they are incurred for the purposes of informing and educating the public. The level of expenditure should be appropriate to school board status as a taxpayer funded organization whose primary purpose is to educate students.**
- 2.2 Bluewater District School Board also supports the advertising expenditures directed at the implementation of approved business practices of the board such as, but not limited to advertising for the recruitment of staff, tendering of goods and services and publication of board financial statements.**

**3.0 SYSTEM EXPECTATIONS**

- 3.1 It is the responsibility of the Director of Education to administer this policy.