

Policy Title	Advocacy Expenditures		
Date of Issue	September 18, 2007	Related Procedure	
Revision Dates	February 21, 2012 (rev. Rationale-Strategic Plan); March 18, 2014; September 17, 2019	Related Forms	
Review Date	September 1, 2024	Originator	Board of Trustees
References			
Ministry of Education Memo B:15 2006			

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 Bluewater District School Board believes that public advocacy is important to the development of an effective education system and can improve governance of the school system at both the provincial and school board levels.
- 1.3 Ministry of Education Memo B:15, 2006 provides a province-wide standard for school board policies regarding advocacy.

2.0 DEFINITIONS

Advocacy is the promotion of public awareness with a view to influencing decision makers and promoting changes to laws and other government policies to advance the mission of a particular organization or group of people.

OPSBA is the Ontario Public School Boards’ Association, which represents public district school boards in Ontario. The Association advocates on behalf of the best interests of Ontario public school districts.

3.0 POLICY

- 3.1 Bluewater District School Board recognizes that public education has governance structures, which enable open and ongoing communication between school boards and the provincial government and supports expenditures, which deal with advocacy initiatives directed to governments and ministries, and which are supportive of the board’s Vision, Mission and Strategic Plan priorities.
- 3.2 Bluewater District School Board recognizes that OPSBA is an important partner in advocating on behalf of Ontario public school boards and supports the role of OPSBA as an advocate for public education by maintaining membership in OPSBA and electing representatives to participate on the OPSBA Board of Directors and other formal and informal committees and task forces.
- 3.3 Bluewater District School Board is committed to ensuring that expenditures on advocacy, whether through board, school generated or school council funds:
 - i. focus on ongoing communication between school boards, education partners, the public and governments through established mechanisms and channels;

- ii. avoid basing communications on personal or partisan political agendas; and
- iii. maximize resources for student success, achievement and well-being.

4.0 SYSTEM EXPECTATIONS

- 4.1 School Board funds will not be used to support public advocacy for personal or partisan political agendas, or to promote, or target a political party, candidate, or organization.
- 4.2 Suitable advocacy expenditures include membership dues and fees to organizations that meet the policy objectives above.
- 4.3 Inappropriate advocacy expenditures include:
 - i. placing content intended to advocate for a particular position with report cards and annual reports;
 - ii. using students as vehicles for board or school advocacy to the public, education partners and governments.