



**DURHAM CATHOLIC
DISTRICT SCHOOL BOARD**
Learning and Living in Faith

ADMINISTRATIVE PROCEDURE – 106-1

Advocacy and Advertising Expenses

Area: Business and Finance
Policy Reference: Advocacy and Advertising Expenses (PO106)

Approved: February 11, 2008
Revised: March 8, 2024

1. Purpose

The purpose of this administrative procedure is to provide a framework for the implementation of the [Advocacy and Advertising Expenses Policy \(PO106\)](#).

2. Definitions

Nil

3. Procedures

3.1 Advertising and/or advocacy expenditures may include but are not limited to the following:

- School registration
- Program offerings
- Co-curricular activities
- Public Consultations
- Employment Opportunities
- Tendering, Referral for Proposals (RFP) and Referral for Quotes (RFQ)
- Public Accountability including but not limited to the publication of Annual Financial Statements
- Publications promoting the value of Catholic Education to Catholic rate payers and the Community
- Membership dues and fees to associations representing the interest of Catholic Education
- Publications promoting partnerships which enhance programs for students

3.2 All Board-wide advocacy and advertising initiatives will be coordinated by the Director or appropriate designate.

- 3.3 The Communications Department should be consulted regarding the content, style and frequency of publication of any representation of the Board to an outside agency. All publications must also be approved by the Director or designate.
- 3.4 Each department of the Board shall on an annual basis exercise due diligence in budgetary practices that reflect the most cost-efficient accounting for advertising and/or advocacy costs.
- 3.5 Advertising and Advocacy expenditures shall be coded to each department's advertising expenditures.

4. Sources

- 4.1 [Education Act](#)
- 4.2 [Ministry of Education Guidelines, Memo 2006-B15](#)

5. Appendices

Nil

6. Related Policies and Administrative Procedures

- 6.1 [Advocacy and Advertising Expenses Policy \(PO106\)](#)
- 6.2 [DCDSB Branding Administrative Procedure \(AP440-4\)](#)
- 6.3 [Social Media Administrative Procedure \(AP440-5\)](#)