Northeastern Catholic District School Board

ADVERTISING AND PROMOTION	
Policy Number: B-15	**Authority: 05-154/14-102/17-120/20-69 /23-89/26-107**

POLICY STATEMENT

The Northeastern Catholic District School Board (NCDSB) supports the responsible use of advertising and promotional activities to communicate with students, families, staff, and the broader community. Advertising will advance the Board's mission, vision, values, and Multi-Year Strategic Plan while promoting Catholic education, public confidence, and responsible stewardship of public resources.

REFERENCES

NCDSB Policy
B-8 Purchasing
NCDSB Administrative Procedure
APB008 Purchasing

DEFINITIONS

ADVERTISING AND PROMOTION
Any paid or unpaid communication or campaign undertaken by or on behalf of the Board to inform, educate, promote, or raise awareness of Board programs, services, initiatives, events, or opportunities. This includes print, broadcast, digital, social media, outdoor, and other communication platforms.

POLICY REGULATIONS

1.0 Advertising and promotion will reflect the Board's mission, vision, values, Catholic identity, and strategic priorities.

2.0 Advertising will be accurate, respectful, inclusive, and consistent with applicable legislation, Board policies, and ethical standards.

3.0 Public funds allocated for advertising will be used responsibly, transparently, and in support of Board priorities.

4.0 Advertising will not be used to recruit students from other publicly funded school boards or for any purpose prohibited by legislation.