

**ST. CLAIR CATHOLIC DISTRICT SCHOOL BOARD
POLICIES AND PROCEDURES
SECTION B: ADMINISTRATION**

ADVERTISING EXPENDITURES FOR PUBLIC INFORMATION AND AWARENESS	POLICY
EFFECTIVE: 2007 03 27 / 2011 09 13 / 2016 11 22	

POLICY STATEMENT:

The St. Clair Catholic District School Board recognizes and supports advertising expenditures for the purpose of informing and educating the public and to create awareness of Catholic education programs, services, issues, events and community activities of specific interest or benefit to students and families.

POLICY GOAL:

1. To establish restrictions on paid marketing and promotions to only that which supports the Board's goals for public awareness and information sharing, and the promotion of Catholic Education