

PUBLIC SOLICITATION IN / THROUGH THE SCHOOLS

Background

Public access to schools is to be for the purpose of enhancing the students' education and the school culture. The Division acknowledges its responsibility to parents and to the schools to ensure that students and staff are not subjected as a captive audience to canvassing of a commercial, political or religious nature.

Procedures

1. No person shall have access to students to promote the sale of goods and services or to circulate materials of a political or religious nature without the approval of the Principal.
2. Student involvement in such presentations shall be voluntary.
3. Names, addresses and phone numbers of students, parents and staff members shall not be released except upon the written approval of the individual. In the case of students under the age of sixteen (16) years written parental approval is required.
4. Only information offering a direct general student benefit may be distributed through a school. The direct advertising of products or services that are not consistent with the values and goals of the Division is not permitted on school premises.
5. Only posters/displays offering a direct general student benefit may be distributed through a school.
6. Passive advertising as found on vending machines, equipment, and print materials is permitted, if authorized by the Principal.
7. Signage which explicitly promotes a business or product is permissible provided the signage is needed to acknowledge the contribution of a business for a specific event.
8. Students and/or their parents shall not be required to attend a particular place of business in order to receive an award for participation in a school project or an activity which is sponsored by a business.

Reference: Sections 85, 87, 367 Education Act

Approved: November 21, 2018