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**Number: II 004**  
**Subject: Advocacy and Advertising**

**Approval Date:** September 29, 2008  
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**ACCESSIBILITY:**

To request this file in large print, please email [aoda@wcdsb.ca](mailto:aoda@wcdsb.ca) or call (519) 578-3660.

**POLICY STATEMENT:**

The Board of Trustees has a responsibility to act as advocates on behalf of the Catholic ratepayers. Advocacy involves telling our story with the purpose of soliciting support for our students, system and Catholic Education.

Advocacy activities will not use students, report cards or annual reports vehicles for Board or school advocacy to the public, education partners or government. The Board will not expend board funds for specific political party events, recruit students from other boards, provide inaccurate information, or use paid advertising or communications with parents, teachers, or students for the sole purpose of advocating the government or other education partners.

Advocacy action however may, result from the activities of the members of the Board of Trustees directly, or indirectly through supporting the activities of groups like the Ontario Catholic School Trustees Association (OCSTA), the Ontario Catholic Supervisory Officers Association (OCSOA) or the Ontario Catholic School Business Officials Association (OCSBOA).

**REFERENCES:**

[Ministry of Education directive 2006; B15 School Board Expenditure Guidelines](#)

