

Christ the Teacher Catholic Schools

ADMINISTRATIVE PROCEDURES

SECTION:	500 – BUSINESS PROCEDURES	CODE:	AP 525
PROCEDURE:	EDUCATIONAL PARTNERSHIPS		

BACKGROUND

The Division supports educational partnerships and sponsorships between schools and business/community organizations that:

1. Allocate resources and volunteer services to complement public funding for education;
2. Enhance the quality and relevance of education for students;
3. Are based on shared objectives that support the goals of the Division and mutually benefit both parties;
4. Acknowledge and celebrate each partner's contributions through appropriate forms of recognition;
5. Ensure that those involved in the partnership are treated fairly and equitably;
6. Clearly define expectations, roles and responsibilities for all partners;
7. Measure and evaluate partnership performance to make informed decisions that ensure continuous improvement; and
8. Ensure that corporate image or business practices are not in conflict with Division policies or beliefs.

Definition

Educational Partnerships are mutually beneficial cooperative relationships in which partners share values; objectives; human, material or financial resources; roles and responsibilities to enhance learning for students.

Educational Sponsorships are defined as the provision of money, price reductions, equipment, materials, or services in exchange for product or company recognition for a specified period of time.

PROCEDURES

1. When a school or the Division enters into a partnership or sponsorship agreement the following shall be considered:
 - 1.1 The partnership fosters the acquisition of employability skills, intellectual growth, and cultural or social awareness for students;
 - 1.2 The partnership is developed and structured in consultation with all partners;
 - 1.3 Partner organizations have a stated or written commitment to public education;
 - 1.4 Defined roles, responsibilities, and terms of the arrangement for all parties are identified;
 - 1.5 Whenever possible, partner organizations are Canadian owned; and
 - 1.6 To be valid all contracts must be executed by the Director.
2. Any partnerships or sponsorships shall be consistent with the Goals of Saskatchewan Learning and the Mission, Values, Vision and Goals of the Division. The relationship is to:
 - 2.1 Be based on shared educational objectives that support the goals of the partners;
 - 2.2 Appreciate that publicly funded schools are responsible and accountable to the public sector;
 - 2.3 Allocate resources to complement public funding for education;
 - 2.4 Provide opportunities for all partners to meet their shared social responsibilities toward education;
 - 2.5 Be sensitive to local community needs;
 - 2.6 Consider local school-community partnerships first;
 - 2.7 Recognize each party equally in all promotion activities;
 - 2.8 Demonstrate a commitment to fulfilling the identified partnership plan;
 - 2.9 Not result in any employee or volunteer benefiting materially or financially; and
 - 2.10 Avoid opportunities for direct access to the school community for the sole purpose of solicitation.
3. The partnering or sponsoring organization shall:
 - 3.1 Not engage the Division in an issue which would appear to contravene the mandate of the Division; and
 - 3.2 Demonstrate practices that represent those of a concerned citizen, e.g., safety and health procedures, and environmental issues and equity.
4. Participation in partnership and sponsorship activities shall be on a voluntary basis. A partnership or sponsorship does not preclude either party from entering into other agreements.

5. Where feasible, all efforts will be made to achieve fair distribution of partnerships and sponsorships throughout the Division.

6. Conditions and Terms of Educational Partnerships

6.1 Prior to entering into an educational partnership agreement, the participating school(s) and Director shall clearly determine the expectations of the partnership. The following information shall be collected to determine the eligibility and/or viability of the partnership:

- 6.1.1 The purpose of the program partnership;
- 6.1.2 The duration of the program partnership;
- 6.1.3 The details of the student program outcomes;
- 6.1.4 The roles and responsibilities of the program partners, including students;
- 6.1.5 The program costs for each partner; and
- 6.1.6 How the curriculum and student outcomes will be assessed and evaluated.

6.2 Approval of Educational Partnerships

6.2.1 Program partnership agreements shall be approved by the Director. The Principal shall submit the proposal to the Director for approval.

7. Conditions and Terms of Educational Sponsorships

7.1 Prior to entering into a sponsorship agreement, the participating Principal shall clearly determine the sponsor's expectation of the Division. The following information shall be collected to determine a potential sponsor's suitability:

- 7.1.1 The nature and product or service of the sponsor;
- 7.1.2 Information about the sponsor's history and ownership;
- 7.1.3 The marketing methods it employs;
- 7.1.4 The impacts its products and processing have on the market;
- 7.1.5 The sponsor's public image as an employer;
- 7.1.6 Reason for the sponsor's interest in the Division;
- 7.1.7 The activity or event around which the sponsor wishes to create a sponsorship agreement;
- 7.1.8 Representatives of the firm with whom the school/Division staff will work, including any outside advertising or communications agencies;
- 7.1.9 The duration of the agreement;
- 7.1.10 The roles, responsibilities and rights of the partners, if applicable; and
- 7.1.11 The details of the outcome of the sponsorship.

- 7.2 Direct sponsorship agreements are only to be negotiated with organizations whose public image, products and services are consistent with the mission, values, vision, and goals of public education and the Division. Any company or organization whose name is associated with the manufacture, distribution or sale of tobacco products, alcoholic beverages, pornography or armaments is not regarded as an appropriate sponsor.
- 7.3 Each sponsorship agreement shall be made for a specific period and purpose, and subject to renegotiation by either party. The agreement shall ensure that neither the school nor Division will be out of pocket in the event that the sponsor withdraws.
- 7.4 Every sponsorship agreement shall contain a clause which allows for the cancellation of the agreement, without penalty, where information comes to light questioning the appropriateness of an organization as a sponsor after the agreement has been signed.
- 7.5 Approval of Educational Sponsorships
 - 7.5.1 All sponsorship arrangements will be approved by the Director prior to implementation.
 - 7.5.2 Individual agreements with sponsors will be negotiated by a subcommittee composed of the Principal, Director or designate, the Chief Financial Officer as determined by the Director.
 - 7.5.3 Members of the negotiating subcommittee must declare their interest where a conflict of interest exists. Where a member of the negotiating committee has a conflict of interest, they will stand down from the subcommittee.

8. Acknowledgment

The extent of acknowledgment is to reflect the level of sponsorship. Sponsor acknowledgment is also to be in a form consistent with the standards and values of Saskatchewan Learning and the Division and which can be associated with public education without causing community concern. The public nature of the school system is not to be infringed or impaired by a sponsorship. For example, the school name, official letterhead and buildings is not to incorporate the names or logos of sponsors and is not to be used to advertise sponsors' products. While forms of acknowledgment may vary greatly, some examples that might be considered are:

- 8.1 Placement of a plaque or notice in the school foyer, acknowledging the support of a sponsor which provided a resource for the school;
- 8.2 Attendance by the sponsor at school functions such as concerts, dinners or presentation nights and an opportunity for the sponsor to make an address or present awards at such functions;
- 8.3 Public display of signs acknowledging the sponsorship at relevant school functions;
- 8.4 Acknowledgment of the sponsorship in the school's newsletters; and
- 8.5 Inclusion of an advertisement from the sponsor in a school's handbook, newspaper, yearbook or other publication.

9. Endorsements

- 9.1 Although sponsorship agreements may provide exposure of the sponsor's corporate logo or name, the agreement is not to endorse or recommend any product or service and neither schools nor students may be involved in marketing commercial products of sponsors.
- 9.2 No action by the school, or statements in the sponsor's advertising, is to imply that a product or service is recommended or endorsed by the school, its employees or students in its schools.

10. Principals shall:

- 10.1 Consult with the School Community Council, parents, staff and students (when appropriate) in the identification, development and implementation of educational partnerships and sponsorships.
- 10.2 Inform the Director, or designate, of any proposed involvement in any educational partnership or sponsorship.
- 10.3 Forward all educational partnership or sponsorship contracts to the Director for authorized signature
- 10.4 Provide an annual report to the Director. The report shall include:
 - 10.4.1 Details of sponsorship income and expenditures; and
 - 10.4.2 The educational benefits of the partnership or sponsorship.

11. The Director, or designate, shall:

- 11.1 Provide advice and assistance to schools to support the development of educational partnerships and sponsorships;
- 11.2 Be aware of the extent and value of local sponsorship arrangements;
- 11.3 Maintain records of Division and school partnerships and sponsorships; and
- 11.4 Serve as a contact for business and community organizations interested in partnering with schools.

Reference: Sections 85, 87, 108, 109, 110, 175 Education Act
Ethical Guidelines for Business Education Partnerships

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