

# Administrative Procedure 512

## Business Administration

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## EDUCATIONAL PARTNERSHIPS AND SPONSORSHIPS

### BACKGROUND

The charter board supports and encourages educational partnerships and sponsorships between the school and the larger community, including business and non-business sectors.

The superintendent is responsible for the administration of this administrative procedure.

### PROCEDURES

#### 1. Ethical Guidelines

- 1.1 To provide a general framework, the charter board subscribes to the following ethical guidelines from the Conference Board of Canada.
- 1.2 Partnerships are supported when they:
  - 1.2.1 enhance the quality and relevance of education for learners;
  - 1.2.2 mutually benefit all partners;
  - 1.2.3 treat fairly and equitably all those served by the partnership;
  - 1.2.4 provide opportunities for all partners to meet their shared social responsibilities toward education;
  - 1.2.5 acknowledge and celebrate each partner's contributions through appropriate forms of recognition;
  - 1.2.6 are consistent with the ethics and core values of all partners;
  - 1.2.7 are based on the clearly defined expectations of all partners;
  - 1.2.8 are based on shared or aligned objectives that support the goals of the partner organizations;
  - 1.2.9 allocate resources to complement and not replace public funding for education;
  - 1.2.10 measure and evaluate partnership performance to make informed decisions that ensure continuous improvement;
  - 1.2.11 are developed and structured in consultation with all partners;
  - 1.2.12 recognize and respect each partner's expertise;
  - 1.2.13 identify clearly defined roles and responsibilities for all partners; and
  - 1.2.14 involve individual participants on a voluntary basis.

#### 2. Definitions

- 2.1 Educational partnerships are mutually beneficial, co-operative relationships in which partners share values, objectives, human, material or financial resources, and roles and responsibilities to enhance learning for students.
- 2.2 Educational sponsorships are the provision of funds, price reductions, equipment, materials or services in exchange for product or company recognition for a specified period of time.

#### 3. General Provisions

- 3.1 Partnership and sponsorship activities shall reflect school priorities.

- 3.2 Participation in partnership and sponsorship activities shall be on a voluntary basis.
- 3.3 The terms and conditions of any sponsorship or partnership shall be stated in a Letter of Understanding or Agreement signed by both parties. The charter board shall reserve the right of refusal.
- 3.4 Educational partnerships or sponsorships valued at \$5,000 or less per school year require the approval of the principal. Any multi-year agreement which will provide for more than \$10,000 requires the approval of the superintendent.
- 3.5 Educational partnerships or sponsorships which are greater than \$5,000 and less than \$20,000 per year require the approval of the superintendent and shall be reported to the charter board at its next meeting.
- 3.6 Educational partnerships or sponsorships which are in excess of \$20,000 per year require the approval of the charter board.
- 3.7 Acceptable means to acknowledge or recognize the contribution to the school or charter board include the display of banners or plaques, acknowledgments in programs, recognition on communications and media releases, logos on uniforms, gymnasium and outdoors playing field signage, promotional use of official phraseology and commemorative certificates.
- 3.8 The charter board may give consideration to dedicating a room or portion of the school facility in recognition of a significant contribution made by an individual or corporation to the school. Such a designation would normally require consultation with stakeholders.

Cross Reference            *Education Act*  
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