

POLICY STATEMENT

Any organizations/groups/individuals wishing to make a public presentation to students, or distribute materials, in schools under the jurisdiction of Eastern School Board must obtain prior approval from the school principal. All such requests must be appropriate to a school setting and carried out in an orderly manner at reasonable times such that they do not interfere with the educational objectives of the school board.

RATIONALE

Eastern School Board acknowledges the valuable contribution provided by external resources for the holistic development of our students. Eastern School Board recognizes and supports the need for community – school interaction. It also accepts its responsibility to ensure that access to students by external groups is regulated and monitored.

SCOPE

This policy is applicable to all schools under the jurisdiction of the Eastern School Board, and to all individuals or groups who wish to address students and/or share resources/information within our schools.

PROCEDURES

1. The Eastern School District will establish Administrative Regulations to guide the implementation of this policy.
2. The Administrative Regulations will be reviewed by the CEO/Director of Education in collaboration with District Administration Staff.
3. This policy includes all activities related to the distribution of materials in schools, including speaking with students, visiting student classes, and the distribution of print/electronic materials.
4. For the purpose of this policy, the following definitions apply:
 - a) **Marketing:** the promotion of a company's product or service to a target audience in order to achieve the business objectives of the company.
 - b) **Presentations:** The delivery of information to students via methods including but not limited to speeches, plays, movies, or any other live presentations, print, or electronic communications.

- c) ***Distribution:*** means the circulation or dissemination of information by any medium.
 - d) ***External persons or groups:*** includes all those who are not school or Eastern School District personnel acting in the capacity of their employment contract, or who are not representing the school board or school council.
5. The visitation of individuals and groups in the school will be guided by the Principal.
 6. The Board will consider requests from groups who are seeking access to the district as a whole (and not specific schools).
 7. Upon approval under this policy, the responsibility for the circulation of materials to schools is the responsibility of the requesting group.
 8. The district will support requests that
 - a. are in keeping with the mission and vision of the Eastern School District, and support the District's Strategic Education Plan;
 - b. support and enrich the prescribed curriculum of studies;
 - c. are of an educational nature;
 - d. provide students with information to assist in future career/educational decisions; and
 - e. are not inflammatory or biased in nature.
 9. In general, political candidates, or their representatives, will not be permitted to campaign in school during school hours. If however, the political process is included among the curriculum outcomes of a particular grade or course, candidates may be granted access to students provided that the opportunity is extended to all political parties and/or candidates and each is given equal time to present their views in an educational context. It will be the responsibility of the school official to ensure that the presentations are suitable and respectful to the given audiences and they are conducted without any bias.
 10. The content of all presentations should be reviewed to ensure there is an alignment with the provincial/prescribed curriculum and that it is necessary or supplementary to enable student achievement of the intended learning outcomes of a course.

11. The Board will not endorse schools being used as a vehicle for the circulation of advertising or promotional materials which are intended primarily for commercialism. This does not include student related activities, such as sporting/recreation events or activities, registration for programs, or other activities deemed acceptable by the principal.
12. The Board will not endorse a practice of using students as agents for distributing non-school materials to the home.
13. Any party violating this policy or distributing materials without permission will be directed to leave the school property immediately (and/or to refrain from the practice in question) and, if necessary, the matter may be referred to the police.
14. All requests considered within the scope of this policy, must be in compliance with *The Schools Act, 1997*, Section 41.
15. All decisions made within the guidelines of this policy are subject to an appeal process, as outlined in the accompanying administrative regulations and the by-laws for the Eastern School Board.