



HOLY FAMILY ROMAN CATHOLIC SEPARATE SCHOOL DIVISION NO. 140

OPERATIONS AND PROCEDURES

CATEGORY: SCHOOL OPERATIONS
 TITLE: DISTRIBUTION OF MATERIALS
 CODE: 5071 Distribution of External Materials

Reference Matrix	
Education Act (1995)	Sections 85, 87, 109, 175, 367
Other Relevant Acts	
Holy Family Related Procedures	
Holy Family Related Manuals	
Resources (Ministry, SSBA, SCSBA, etc.)	SSBA Memorandum, Canada's Anti-Spam Legislation
Date Reviewed	December 7, 2015

Background:

External material means any information, resources, communication, etc. that has been introduced to Holy Family RCSSD No. 140 from a source that is not employed by Holy Family.

The Director of Education authorizes the delivery and distribution of materials in and through the Holy Family Catholic Schools, with the clear understanding that the schools should not become a vehicle for the circulation of advertising material intended primarily for commercial or personal gain, political material or propaganda material if it is inflammatory in nature or intent.

Canadian Anti-Spam Law (CASL) prohibits the sending of commercial electronic messages (CEM) to an electronic address unless the **sender has the consent of the recipient**. A CEM must also have prescribed content such as sender identification, sender contact information, and an 'unsubscribe' mechanism.

The Director of Education authorizes the delivery and distribution of materials in accordance with the following procedures.

Procedures:

1. Activities Approved

1.1. The Director of Education expects the decisions regarding which material may be distributed to students, staff members, or parent(s)/guardian(s) shall be made by the Principal, acting individually or through the school administrator's group, in consultation with the Superintendent of School Operations.

1.2. The following would not be considered to be CEMs:

1.2.1. Faxes, voice mails

1.2.2. Personal messages

1.2.3. School newsletters providing CEMs are NOT imbedded

1.2.4. Emails to parent(s)/guardian(s) that refer to activities, events or programs where fees must be paid if the activity or event is a curricular or authorized school* activity such as:

1.2.4.1. Trips to museums

1.2.4.2. Sporting events

1.2.4.3. Messages sent for fundraising purposes if the board is a registered charity

1.2.4.4. Includes messages to parent(s)/guardian(s) about fundraising by schools and SCCS such as hot dog sales, carnivals, etc.

* *The Education Act* allows a board to authorize cultural, athletic, travel, outdoor education, and similar activities, as part of the educational programs of the school, and to collect fees for these activities.

2. Activities Prohibited

2.1. Unless express permission is given by the Director of Education, the following activities are prohibited for outside agencies in the Holy Family Catholic Schools:

2.1.1. The taking up of collections;

2.1.2. The selling of materials not related directly to the school program;

2.1.3. The distribution of surveys or questionnaires.

2.1.4. Political posters may not be displayed unless they are being used for instructional purposes.

2.2. The following may be considered CEMs:

- 2.2.1. Offers to purchase goods or services *unrelated to fundraising or educational objectives of the curriculum
- 2.2.2. Book Sales that the primary purpose is not a fundraiser, but providing opportunity for students and families to purchase books
- 2.2.3. Yearbooks
- 2.2.4. School photos
- 2.2.5. School clothing
- 2.2.6. Invitations to events outside of the school where there is a charge (concerts, plays, sports events)

* If the offer is related to fundraising for the school or school division, or if it is part of the methods by which curriculum goals are being attained, then it would NOT be a CEM.

3. Delivery Services

- 3.1. Individuals or groups wishing to distribute information or material through the Division Office shall receive approval of the Director of Education or designate.
 - 3.1.1. The Principal should be aware that, while it is not intended to restrict the distribution of materials supplied by Division Office approved, community-oriented organizations, schools shall not become a vehicle for the circulation of advertising materials intended for commercial gain or propaganda materials.
- 3.2. Communications that are CEMs or have CEMs embedded and are being sent to individuals where consent has been obtained shall include:
 - 3.2.1. The name of the school board: Holy Family RCSSD No. 140
 - 3.2.1.1. The name of the individual school may also be included, but since a school is not a legal entity, the name of the board must be set out
 - 3.2.2. The mailing address of the school board
 - 3.2.3. One of the following:
 - 3.2.3.1. A phone number that provides access to a person or voice message on behalf on the school board
 - 3.2.3.2. An email address that provides access to a person on behalf of the school board
 - 3.2.3.3. A web address of the school

3.3. Obtaining, storage and retrieval of consent for CEMs is the responsibility of the school. Schools shall:

3.3.1. Obtain necessary consents

3.3.2. Keep track of consents in an up-to-date- information system