

Administrative Procedure 525

REVENUE ENHANCEMENT

Background

The District encourages partnerships as a means of enhancing learning opportunities for children. Partnerships are mutually beneficial relationships between external organizations and the District or schools that are designed to enhance learning for students and other learners. Partnerships are co-operative because partners share values; objectives; human, material or financial resources; and roles and responsibilities to achieve desired learning outcomes.

Enhancements may take the form of a product, service or money for returns such as recognition or advertising or to meet a corporate goal related to community involvement. These opportunities are subject to Canada Revenue Agency (CRA) regulation and certain restrictions as approved by the Board, in keeping with the contemporary standards of the community.

Procedures

1. Revenue enhancement, through a variety of District-wide and District-approved marketing activities including, but not limited to advertising, corporate sponsorship, signage, etc. is a Board-approved venture.
2. Enhancements are supported which:
 - 2.1 Respect the welfare of students;
 - 2.2 Enhance the delivery of quality curricular and co-curricular programs;
 - 2.3 Benefit the District as a whole;
 - 2.4 Are respectful of community standards and the educational setting;
 - 2.5 Are consistent with Board policies and administrative procedures;
 - 2.6 Complement, but do not replace, public funding for education;
 - 2.7 Do not discriminate by race, color, ancestry, place of origin, religion, marital status, physical or mental disability, sex, orientation or age.
3. Enhancements are supported when:
 - 3.1 Goals, objectives and benefits of the relationship are clearly stated in the proposal;
 - 3.2 Resources provided by all parties are clearly defined;
 - 3.3 Records of all transactions are maintained;
 - 3.4 Sponsorship performance is reviewed regularly.

4. Revenue Enhancement schemes shall be undertaken in consultation with Finance and Management Services to ensure that CRA regulation requirements are met.

Reference: Sections 8, 20, 22, 23, 65, 85 School Act

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Ethical Guidelines for Business–Education Partnerships

Business–education partnerships are mutually beneficial relationships between employers and educators that are designed to enhance learning for students and other learners. They may involve other education stakeholders as partners, including students, employees, parents, communities, labour, and government organizations. Most business–education partnerships are co-operative relationships in which partners share values, objectives, human, material or financial resources, roles and responsibilities in order to achieve desired learning outcomes.

Canadian employers and educators support business–education partnerships that:

- Enhance the quality and relevance of education for learners
- Mutually benefit all partners
- Treat fairly and equitably all those served by the partnership
- Provide opportunities for all partners to meet their shared social responsibilities toward education
- Acknowledge and celebrate each partner's contributions through appropriate forms of recognition
- Are consistent with the ethics and core values of all partners
- Are based on the clearly defined expectations of all partners
- Are based on shared or aligned objectives that support the goals of the partner organizations
- Allocate resources to complement and not replace public funding for education
- Measure and evaluate partnership performance to make informed decisions that ensure continuous improvement
- Are developed and structured in consultation with all partners
- Recognize and respect each partner's expertise
- Identify clearly defined roles and responsibilities for all partners
- Involve individual participants on a voluntary basis



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