

ADVERTISING, CANVASSING AND COMMERCIAL SOLICITATION

Background

Schools, as educational institutions with a "captive" clientele, must not become vehicles for the circulation of materials intended primarily for commercial gain, nor for exploitation of students and their families by commercial, political, religious, cultural or other non-school interests. In general, therefore, the promotion of sales or support by canvassing, advertising, or by other means, on the part of any person, firm or organization on school premises is not appropriate.

Canvassing, advertising, selling or offering to sell goods, services or merchandise to staff or students requires prior approval.

Procedures

1. Distribution of materials supplied by genuine, community-oriented organizations may be authorized by the Superintendent or designate, provided that they do not demand undue disruption of school time or routine, and provided that they do not contain religiously oriented or inflammatory material which might create unfavourable community reaction.
2. Community-oriented organizations seeking to use district facilities to display physical promotional materials must meet the following criteria:
 - 2.1 The organization must serve the New Westminster Schools community or the general New Westminster community as a whole or in part.
 - 2.2 The organization must use district or City of New Westminster civic facilities as an integral part of the service provided.
3. The superintendent may, at their discretion, grant community-oriented organizations that do not meet the criteria outlined in Procedure 2.1 and Procedure 2.2, in part or wholly, permission to distribute materials. Organizations seeking dispensation may appeal to the superintendent through the district's communications office based on the following criteria:
 - 3.1 The opportunity provided by the community-oriented organization is unique and no comparable opportunity exists that is offered by a New Westminster-based provider or provider that serves the New Westminster community as a whole or in part.
 - 3.2 The opportunity caters to an unserved or underserved audience in the district or general New Westminster community.

4. Limited and selected advertising may be permitted in school or District publications, provided that it meets standards of good taste and does not conflict with educational objectives.
5. Instructional materials furnished by private sources may be utilized when they are appropriate to the curriculum and when the advertising content is reasonable relative to the primary purpose of the materials.
6. Appropriate and discreet acknowledgement may be given to firms or organizations which are involved in a formal school-business partnership.
7. It is the responsibility of the Principal to ensure that school premises are not used to display, distribute, or otherwise advertise a product, service, or function on behalf of any person, business, or organization unless the Principal is satisfied that:
 - 7.1 The display of such material will not lead to the exploitation of the students;
 - 7.2 It does not imply endorsement by the school;
 - 7.3 The primary purpose is such that it will complement the education program; and
 - 7.4 The claims in such materials are not false or misleading.
8. Requests for distribution involving a number of schools or the entire District are to be referred to the Superintendent.

*Reference: Sections 8, 17, 20, 22, 65, 85 School Act
Freedom of Information and Protection of Privacy Act*

SD No. 40 (New Westminster)

*Adopted: May 30, 2017
Revised: June 24, 2025*

Modification to this document is not permitted without prior written consent from SD No. 40 (New Westminster)