



Peterborough Victoria
Northumberland and Clarington
Catholic District School Board

BOARD POLICY	
<i>Policy Section</i> PUBLIC RELATIONS/ COMMUNICATIONS	<i>Policy Number</i> 708
<i>Administrative Procedure Number</i> AP-PRC-708	<i>Page</i> 1 of 3

POLICY TITLE

Advocacy

1.0 PURPOSE

The Peterborough Victoria Northumberland and Clarington Catholic District School Board supports activities and initiatives that advance the distinctive mission of Catholic education. The purpose of this policy is to provide a basis to support open and ongoing communication with the government in a respectful and transparent manner.

2.0 POLICY

It is the policy of the Board to advocate and engage in communication with its partners in the Roman Catholic Church, the education community, the Ministry of Education, and all levels of government (federal, provincial and municipal) to identify, discuss, and find solutions to policy, financial, operational, and other issues of common interest.

3.0 GUIDELINES

- 3.1 The Board shall focus on ongoing communication between school boards and government through established mechanisms and channels. On a very limited occasion, there may be some issues that are of a local character for which individual boards may need to lobby the government directly. Democratically elected trustees need to retain the ability to approach government directly on those matters.
- 3.2 The Board may develop and approve position papers, presentations, advocacy strategies, and activities to present its position on issues affecting the Board and the education system to its education partners.

- 3.3 At no time shall students be used to promote a political position for the Board or school to the public, education partners, or the government. Content intended to advocate support for a particular position will not be placed with school materials, i.e. report cards, annual reports, and newsletters.

4.0 TERMS AND DEFINITIONS

4.1 ADVOCACY

Advocacy is the promotion of public awareness with a view to influencing decision-makers and promoting changes to laws and other government policies to advance the mission of a particular organization or group of people.

4.2 O.C.S.T.A.

The O.C.S.T.A. is the Ontario Catholic School Trustees' Association which represents Catholic district school boards in Ontario. The Association advocates on behalf of the best interests and needs of Ontario Catholic school districts.

5.0 REFERENCES/RELATED DOCUMENTS

Ministry of Education Memorandum 2006: B15

6.0 RELATED POLICIES

7.0 RELATED FORMS

8.0 APPROVED BY BOARD

May 28, 2013

9.0 EFFECTIVE DATE

May 28, 2013

10.0 POLICY REVIEW DATE

May 2018

11.0 REVIEW BY

Superintendent of Business and Finance