



**Policy Review Committee
Report No. 25-032**

15 May 2025

PROPOSED MERGER OF POLICY P 046 SCO - DISTRIBUTION OF MATERIAL TO HOME VIA STUDENTS AND POLICY P 115 COM - ADVERTISING

Key Contact: Brett Reynolds, Associate Director of Education, Academic, 613-596-8211 ext. 8252

PURPOSE:

1. To discuss the proposed merger of Policy P 046 SCO - Distribution of Material to Home Via Students and Policy P 115 COM - Advertising.

STRATEGIC LINKS:

2. As part of the ongoing policy review work, staff assess whether it is possible to consolidate any related policies to streamline and simplify content for both end users and the public. The proposed amalgamation of the two attached policies aligns with the District's policy review and development process. It supports the principles of "good governance" and "responsible resource use," as outlined in the [2023-2027 Ottawa-Carleton District School Board \(OCDSB\) Strategic Plan](#).

CONTEXT:

3. Due to the number of policies and procedures the District maintains, staff prioritize opportunities for amalgamating policies that intersect while rescinding outdated policies. For that reason, staff propose amalgamating the two following policies due to their intersectionality:
 - Policy [P 046 SCO - Distribution of Material to Home Via Students](#) (last Revised: 2005).
 - Policy [P 115 COM - Advertising](#) (Last Revised: 2007)

KEY CONSIDERATIONS:

4. [Key Proposed Changes](#)

Section	What Changed?
Throughout the policy	Applying the updated Policy Template.
S.3.1	Opening up this guiding principle to include different communication materials, including materials in S. 4.7, that are distributed in school. Distribution might not necessarily occur via students as it usually takes place electronically.
S. 3.2	A guiding principle currently housed in the P 115 COM.
S. 4.1	Stating the statutory requirements for the materials distributed in schools in lieu of S. 4.2.
S. 4.3	New direction to ensure the approval of all communication materials distributed in schools by the appropriate central departments, which would include authorization to use the logo of the OCDSB. This would protect the Board from risks associated with the use of the OCDSB Logo to advertise non-school-sanctioned events where volunteers are not covered by the Board's liability insurance.
S. 4.4	New clause partly from the standing P 115 COM (S. 3.1) and new language regarding minimizing the overall environmental footprint.
S. 4.5	Deleted procedural content as it is already covered in Procedure PR 536 SCO (S.3.3)
S. 4.6	Deleted unclear language.
S. 4.7	A new section highlighting the major types of communication materials distributed in schools.
S. 4.8	A new section highlighting the types of communication materials prohibited from being distributed in schools.
S. 4.9	This is currently housed in P 115 COM (S. 3.4)
S. 4.10	Deleted content is now covered under 4.8.
Reference Documents	Adding related policies to the list of references
Appendix A	New Appendix for defined terms.

5. Next Steps

Should the new policy merger be approved, the rescission of Policy P 115 COM - Advertising would be warranted. Additionally, staff will continue to work on associated procedures to provide additional guidance to administrators, and offer safeguards to protect schools from unsolicited, overwhelming requests for advertising space. This includes a review of the following:

- Procedure [PR 536 SCO - School Communications - Distribution Of Materials To The Home Via Students](#) (Last Reviewed 1998)
- Procedure [PR 642 COM - Preparation And Distribution Of District Publications By Central Departments/Divisions](#) (Last Reviewed 2005)

RESOURCE IMPLICATIONS:

6. There are no resource implications to the potential merger of Policy P 046 SCO - Distribution of Material to Home Via Students and Policy P 115 COM - Advertising.

COMMUNICATION/CONSULTATION ISSUES:

7. As the proposed merger falls within a Tier 2 Policy Revision, Appendix A will be posted to the OCDSB Engage website from May 15 to June 15, 2025. The public feedback, along with that received from trustees, will inform the revised draft of the merger, which will be brought to the Policy Review Committee for approval at its first meeting of 2025-2026.

GUIDING QUESTIONS:

- Do you believe the new merger offers enough safeguards to protect students from communications that are inappropriate in volume or context?
- Does this merger protect specific segments of the student population from being unequally exposed to advertising, based on their location or demographics?
- Could there be any unintended consequences for the proposed merger?

Brett Reynolds
Associate Director of Education, Academic

Pino Buffone,
Director of Education and
Secretary of the Board

Attach

Appendix A: Proposed Merger

Appendix B: Standing Policy P 046 SCO - Distribution of Material to Home Via Students

Appendix C: Standing Policy P 115 COM - Advertising