

## PARTNERSHIPS

### Background:

The formation of partnerships with business and industry provides an opportunity for educators and the community to work together. Such partnerships offer the possibility of expanding the provision of relevant, challenging, life-based learning opportunities for students as well as encouraging business to share their resources, which benefits the educational system.

### Procedures:

1. The Superintendent or designate shall have responsibility for the organization and co-ordination of system-based partnerships.
  - 1.1. The nature and purpose of the partnership shall be developed between the partner and the Division.
  - 1.2. The outcomes of a partnership must enhance the delivery of quality educational experiences for students.
  - 1.3. Communication between the partner and the school system shall remain at the Division level.
  - 1.4. Division Office personnel shall carry out the implementation of an operational plan for the partnership and shall ensure safeguards related to the well-being of students are identified.
  - 1.5. Evaluation of the partnership shall be conducted by the Division and the partner and shall be communicated to the participants.
  - 1.6. The decision to continue or not to continue with a partnership shall be made by the Superintendent and the business or industry partner.
2. School-based partnerships/sponsorships with business and industry shall be organized and co-ordinated at the school level. Responsibility for such partnerships/sponsorships shall remain at the school level.
  - 2.1. Principals or their designates shall have responsibility for the organization and co-ordination of school-based partnerships/sponsorships.
  - 2.2. The nature and purpose of the partnership/sponsorship shall be developed between the partner and the school.
  - 2.3. Assistance to the school in any aspect of a school-based partnership/sponsorship shall be obtained from the designated member of the Division Office staff.
  - 2.4. The outcomes of a school-based partnership/sponsorship must enhance the delivery of quality educational experiences for students.
  - 2.5. Communication between the partner and the school shall remain at the school level.
  - 2.6. School staff shall carry out the implementation of the operational plan for a school-based partnership/sponsorship, ensuring safeguards related to the well-being of students shall be identified.

- 2.6.1. As per the Division [Brand Identity Guide](#) (Appendix 158-A), approval from the Director of Communication Services is required to use commercial logos in conjunction with the Division logo.
- 2.6.2. A sponsor's commercial logo may be displayed in a school for a temporary, time-specific or event-specific period. This may include promoting extracurricular sporting and fine arts events, acknowledgement of sponsorships, and fundraising activities such as school fun fairs and confectionery sales.
- 2.6.3. Sponsor recognition and corporate logos shall be for identification rather than commercial purposes and shall not supersede or dominate the identity of the school or Division property.
- 2.6.4. The following forms of sponsor recognition are permitted:
  - 2.6.4.1. Public notices—including newspapers, radio, television or any other form of public media—and school publications directed to or intended for parents or the community at large (for example, school newsletter or event program).
  - 2.6.4.2. Plaques, pictures or other notices at the school or Division Office.
  - 2.6.4.3. Plaques, pictures or other notices at the donor's place of business.
  - 2.6.4.4. Letter to the sponsor from the Principal, Division, Board or School Council.
  - 2.6.4.5. Temporary, non-permanent signage or banner including sponsor's name and/or logo, which is put in place for the duration of the sponsored program, event, tournament, production or activity.
  - 2.6.4.6. Depending on the scope of the project and/or support by the sponsor/donor, the Division may identify specific levels of recognition.
- 2.6.5. Evaluation of the school-based partnership/sponsorship shall be conducted by the school and the partner, and shall be communicated to the participants and the Superintendent.
- 2.6.6. The decision to continue or not to continue with a school-based partnership/sponsorship shall be made by the Principal and the business or industry partner.

**Reference:**

Section 52, 53, 197, 222, 256 *Education Act*

[Appendix 525-A: Ethical Guidelines for Business-Education Partnerships](#)