



## **ADMINISTRATIVE PROCEDURES MEMORANDUM**

**APB003**

### **Moral and Ethical Guidelines for Resource Development, Advertisement in Schools and Partnerships**

**DATE OF ISSUE:** July 28, 1999  
*Revised:* August 2002

**MEMO TO:** All Staff

**FROM:** Director of Education

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#### **PURPOSE**

To clarify the guidelines for advertising in schools and for the development of partnerships with the public and private sector.

#### **REFERENCES**

#### **Board Policy I 001, “Sharing Our Journey”, page 32**

Collaborates with various community partners through our beliefs/values and guiding principles.”  
Board Document: Moral and Ethical Guidelines for Resource Development (1994).

#### **COMMENTS AND GUIDELINES**

1. The attached document outlines the guidelines for decision-making with respect to requests to advertize in schools or to pursue requests to develop partnerships with a school or the Board.
2. The Moral and Ethical Guidelines for Resource Development document will be reviewed during the 2000-2001 school year. Any adjustments to the attached document will be made following the review. Until that time, therefore, the strategies and intentions outlined in the attached document are in force.