

**AGENDA: 6:00 p.m.**

1. Call to Order/Roll Call
2. HWDSB Land Acknowledgement
3. Approval of the Agenda
4. Review of the Policy Committee Workplan

**Policy Review:**

5. [Advocacy Expenditures](#)
6. [Brand Identity](#)

**Discussion:**

7. Student Behaviour Bias Free Discipline Policy – no copy

Information:

8. The following procedures have been updated since the last policy meeting:
  - a. [Nutrition Procedure](#) (POL. 5.6 Nutrition)
  - b. [Privacy Procedure](#) (POL. 1.6 Privacy)
  - c. [Electronic Monitoring](#) (POL. 1.6 Privacy)
9. Adjournment

**Subject:** Advocacy Expenditures Policy

**Executive Council Member Responsible:** Matthew Gerard  
Associate Director, Business Services and  
Treasurer of the Board



## BACKGROUND

The Advocacy Expenditures Policy has been reviewed as part of the policy review cycle with minor updates being made to language throughout the policy.

## RECOMMENDATION(S)

That the Advocacy Expenditures Policy be recommended for approval.



# Advocacy Expenditures

Date Approved: XXXX

Projected Review Date: XXXX

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## PURPOSE:

Hamilton-Wentworth District School Board (HWDSB) believes that school board communication with the government (local, provincial and federal) is an important activity to identify, discuss and find solutions to policy and financial issues.

## GUIDING PRINCIPLES:

Hamilton-Wentworth District School Board is committed to ensuring that expenditures on advocacy, whether through Board, School Generated or School Council funds:

- Focus on ongoing communications between school boards, education partners and governments through established mechanisms and channels;
- Avoid basing communications on personal or partisan political agendas;
- Maximize resources for student success and achievement.

## INTENDED OUTCOMES:

Expenditures in this area will comply with existing Board policies and regulations and may include membership fees to appropriate organizations.

The Board will work in partnership with all of its education partners and interested parties: locally, provincially and federally, to ensure its voice is heard on education matters of importance to those within its boundaries, and in support of the provision of high-quality educational services.

## RESPONSIBILITY:

Director of Education  
Members of Executive Council

## TERMINOLOGY:

*Advocacy:* 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, strategic priorities and values of Hamilton-Wentworth District School Board.

*School Council Funds:* School Councils are established under the authority of the Education Act, Section 22 of Ontario Regulation 612/00 which provides for School Councils to engage in fundraising activities, but requires that the activities are conducted, and the funds are used, in accordance with policies established by the board. Section 24 requires that the School Council prepares and submits to the board an annual report on its activities, including fundraising activities.



# Advocacy Expenditures

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*School Generated Funds:* Funds that are received, raised, or collected in the name of the school or school activity. These funds are under the direction and control of the school Principal. Generally, this will mean all funds available to the school, other than funds provided by the approved budget of the Board.

## ACTION REQUIRED:

Examples of suitable advocacy expenditures include:

- Membership dues and fees to appropriate organizations that meet the policy objectives above.

Examples of inappropriate advocacy expenditures include:

- Placing content intended to advocate for a particular position with report cards and annual reports;
- Using students as vehicles for Board or school advocacy to the public, education partners and governments;
- Use of Board, School Generated or School Council Funds to attend events for specific political parties.

## PROGRESS INDICATORS:

Intended Outcome	Assessment
Expenditures in this area will comply with existing Board policies and regulations and may include membership fees to appropriate organizations.	Successful and sound business practices are employed to ensure all expenditures comply with Board policies and regulations.
The Board will work in partnership with all of its education partners and interested parties: locally, provincially and federally, to ensure its voice is heard on education matters of importance to those within its boundaries, and in support of the provision of high-quality educational services.	Successful and sound business practices are employed that align with the educational goals of the Board and fair business principles.

## REFERENCES:

### Government Documents

Ministry of Education School Board Expenditures Guidelines (2006: B-15)

Subject:

Brand Identity

Executive Council Member Responsible:

Allison Reynolds  
Senior Manager, Communications &  
Community Engagement



## BACKGROUND

The Brand Identity Policy (formerly Visual Identity Policy) has been reviewed as part of the policy review cycle with minor updates being made to language throughout the policy.

## RECOMMENDATION(S)

That the Brand Identity Policy be recommended for approval.



# Brand Identity

Date Approved: XXXX

Projected Review Date: XXXX

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## PURPOSE:

Hamilton-Wentworth District School Board (HWDSB) is committed to ensuring a consistent brand identity across the Board that expresses its commitments, tone of voice and supporting visual identity in a clear and distinctive way elevating the strategic priorities of the Board.

## GUIDING PRINCIPLES:

- A consistent and unified brand identity across schools, assets and service departments will strengthen HWDSB's visual image and public recognition.
- A clear and consistent brand identity assists students, staff, community members and the public in identifying programs, services and initiatives of HWDSB.
- All HWDSB collateral will be consistent with the Visual Identity Manual.
- School logos, colours and mascot will:
  - reflect HWDSB's mission, vision, values and strategic priorities
  - provide a sense of affiliation, belonging and inspiration to students
  - have community and district acceptance
  - be inclusive, respectful and reflect the districts commitment to Human Rights and Indigenous Wellness and Restorative Education

## INTENDED OUTCOMES:

- Assist students, parents, staff, community members and other interested parties in identifying programs, services and initiatives of the Board.
- Promote a positive image of HWDSB, while strengthening the Board's public-facing image and brand recognition.

## RESPONSIBILITY:

Director of Education  
Members of Executive Council  
Principals and Vice-principals  
Communications and Community Engagement



# Brand Identity

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## TERMINOLOGY:

*Brand identity* - refers to the unique characteristics that influence a brand's personality, appearance, and behavior. A brand's identity encompasses personality, voice and visual identity.

*Brand recognition* – refers to the extent to which relevant audiences are able to identify a brand by its logo and other attributes.

*Visual Identity*: Refers to the concrete symbols such as a name, logo, slogan, and design scheme that is used to present an organization.

## ACTION REQUIRED:

### HWDSB Identity:

Corporate Communications will establish and maintain a Visual Identity Manual that includes proper usage of:

- Board Logo, Tagline
- Typography
- Colours
- Accessibility
- School Logos

Corporate Communications will make available and maintain resource materials, including computer file formats, on *myHWDSB* for staff.

### School Logos/Colours/Mascots:

A respectful school logo, colours and mascot serves as the foundation that gives a sense of school pride to students, parents and staff. Consistent use of the school's logo, colours and mascot enhances the community's recognition of the school, and visually highlight school values. The consistency of HWDSB's logo and tagline use between all schools and departments within HWDSB also reinforces the relationship between the Board and its schools.

Schools wishing to change their logo, colours or mascot must follow the procedures outlined within the Visual Identity Manual.



# Brand Identity

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## PROGRESS INDICATORS:

<b>Intended Outcome</b>	<b>Assessment</b>
Assist students, parents, caregivers, guardians staff, community members and other interested parties in identifying programs, services and initiatives of the Board.	The effectiveness of the HWDSB's brand identity will be evaluated by the Communications and Community Engagement department.
Promote a positive image of HWDSB, while strengthening the Board's public-facing image and brand recognition.	HWDSB brand continues to elevate the vision, mission and values of the Board with impactful and identifiable brand components (logo, colours, image approach etc.) The impact will be evaluated by the Communications and Community Engagement department.