



# POLICY COMMITTEE

## AGENDA

Tuesday, March 19, 2019  
5:30 p.m. – Grimsby Lincoln Room - Education Centre

1. Welcome and Introduction
2. Election of Chair
3. Approval of Agenda
4. Business Arising from the Minutes
5. New Business ..... Wes Hahn
  - A-17: Advertising Expenditures for Public Information and Awareness ..... Kim Yielding
  - G-33: School Logo ..... Kim Yielding
  - Newly Developed: Supporting Students with Prevalent Medical Conditions ..... Lora Courtois
6. Adjournment

**Next Meeting: Tuesday, May 14, 2019 – 5:30 p.m. – Education Centre – Grimsby/Lincoln Room**

District School Board of Niagara

**POLICY**

SECTION:	BOARD GOVERNANCE AND ADMINISTRATION	POLICY:	<b>A-17</b>
TOPIC:	<b>ADVERTISING EXPENDITURES FOR PUBLIC INFORMATION AND AWARENESS</b>	PAGE:	1 of 1
		DATE:	February <del>2014</del> 2019
REVIEW DATE:	<del>February 2019</del> February 2024	REVISED:	

The District School Board of Niagara recognizes and supports advertising expenditures for the purpose of informing and educating the public, as well as creating awareness of programs, services, issues, events and community activities of specific interest or benefit to students and families.

Therefore, appropriate advertising expenditures in support of public awareness and information include:

- School and program registration
- Program information and opportunities
- Extracurricular activities
- Public consultation and meetings
- Employment and volunteer opportunities
- Requests for tenders for goods and services
- Publication of documents
- Accommodation review information
- School Board accountability to the public
- District-wide programs, initiatives, and partnerships

**POLICY**

SECTION:	School Operations	POLICY:	<b>G-33</b>
TOPIC:	<b>School Logo Policy</b>	PAGE:	1 of 2
		DATE:	<del>2013</del> <u>May 2019</u>
REVIEW DATE:	<del>September 2017</del> <u>February 2024</u>	REVISED:	

A strong visual image enables students, staff, parents, and community members to identity with their easily identify schools at the DSBN. Consistent use of ~~the school's~~ brand identifiers, including colours, mascots and logos, enhance ~~the community's~~ recognition of ~~the schools~~, and is a way to visually highlight school values and culture. Consistency of logo use between ~~all of all~~ the schools at the District School Board of Niagara also reinforces the relationship aligns branding practices between the Board DSBN and its schools. Going forward, the following will apply to school logos:

**School and Mascot Logo Use:**

- Communications will support schools with procedures and advice to identify appropriate school logo and mascot use
- The School logo must be used on school ~~based~~ documents, publications, signage, websites, social media, electronic communication, spiritwear and other materials representing the school;
- It may appear in concurrence with the DSBN logo on promotional items such as agendas, spirit wear, signage and giveaways where appropriate;
- School logos are only to be used and/or displayed by authorized members of the school community
- Third parties are only permitted to use a school's logo with as well as outside partners, organizations or other entities who have obtained written permission from of the school principal administrator or designate, or, DSBN Communications;
- School logos cannot be used in a manner that could be construed as an endorsement of other organizations, products or services;

**Creating and Altering School and Mascot Logos:**

- Communications will support schools in the creation of original logos, mascots and other visual identifiers to highlight ~~the schools~~ schools
- All school logos and associated brand identifiers shall be reflective of their connection to the school as a place of learning;
- Prohibited school logos include those Logos adapted from a trademarked image(s), free online logo services and/or stock images, and logo design contests may not be used in the creation of logos for schools.
- School Logos must be original designs with native original creative files owned by the DSBN;
- School logos may only be displayed using official versions. Proposed changes or alterations may only occur with permission of the Superintendent working in conjunction with DSBN Communications;
- Elements may not be added to the official school or mascot logos without permission of the superintendent working in conjunction with DSBN Communications. This includes but is not

District School Board of Niagara

**POLICY**

SECTION:	School Operations	POLICY:	<b>G-33</b>
TOPIC:	<b>School Logo Policy</b>	PAGE:	2 of 2
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REVIEW DATE:	<del>September 2017</del> <sup>February 2024</sup>	REVISED:	

~~restricted~~ limited to typefaces, rules, surrounded boxes, shadows, colour changes, outlines, or embellishments.

**References:**

Board Logo Policy A-13

Copyright Policy G-35

**POLICY**

SECTION:	SCHOOL OPERATION	POLICY:	<b>G-?</b>
TOPIC:	<b>Supporting Students with Prevalent Medical Health Conditions</b>	PAGE:	Page 1 of 1
		DATE:	February 2019
REVIEW DATE:	February 2024	REVISED:	

To promote the safety and well-being of students, the District School Board of Niagara (DSBN) is committed to supporting students in schools who have anaphylaxis, asthma, diabetes and epilepsy. These medical conditions, hereafter referred to as prevalent medical health conditions, have the potential to result in a medical incident or a life-threatening medical emergency.

Supporting students with prevalent medical health conditions in schools is complex. A whole-school approach is needed where education and community partners, including health care professionals, have important roles to play in promoting student health and safety and in fostering and maintaining healthy and safe environments in which students can learn. These supports enable students with prevalent medical health conditions to participate in school to their full potential, in all school and school board activities (e.g., field trips, overnight excursions, DSBN-sponsored sporting events).

Supports for students with prevalent medical health conditions requires both proactive and reactive measures to keep the students safe and healthy. Proactive strategies include annual training of staff and educating students and parent/guardians on prevalent medical health conditions. Also, by collaboratively creating a Plan of Care. In addition, there are reactive strategies such as allowing certain students to carry their own medication and self-administer.

These supports and resources cannot be implemented in a manner that violates existing provisions of collective agreements and the Ministry of Education Policy/Program Memorandum No. 81, Provision of Health Support Services in School Settings.

Newly Developed