ST FRANCIS XAVIER CATHOLIC PRIMARY SCHOOL
MACKAY

SCHOOL BOARD

POLICY IDENTIFICATION

Policy Classification: C300

Policy Area: CURRICULUM ~ CORPORATE SPONSORSHIP IN THE SCHOOL, COMPETITIONS AND OTHER RELATED ACTIVITIES

Update: 03/11/2000

Notes:

Policy Areas:
(R/C) ~ Relationships/Communication
(E) ~ Enrolment
(F) ~ Finance
(B) ~ Building: Facilities – Maintenance and Planning
(M) ~ Management/Organisation
(C) ~ Curriculum
(S) ~ Staffing

Policy Identification Key ~ Levels
100 ~ State
200 ~ Diocesan
300 ~ Local
CURRICULUM: Participation in Corporate Sponsored Activities, Competitions and Other Related Promotional Activities by the School, and/or Individual Classes and/or individual pupils.

TRUTH: Learning, Excellence; Witness; Commitment; Endurance; Service; Justice; Care; Respect.

MISSION STATEMENT:
National Code of Practice for Sponsorship and Promotion in School Education.

POLICY
The school, as part of its commitment to the goal of making a broad, creative and comprehensive education available to all children sees value in children participating in some corporately sponsored activities, competitions and other related promotional activities.

CONSEQUENCES

1. CORPORATE SPONSORSHIPS AND PROMOTIONS IN OUR SCHOOL
Some - but not necessarily all - corporately sponsored activities/promotions may be a direct part of our school’s curriculum or the school may elect to participate in a less direct manner which does not involve student learning activities.

Issues relevant to a decision to participate in any particular promotion or activity would include:

(a) The extent to which the students themselves are to be directly involved:
~ Activities which have the potential to motivate student learning or provide learning aids could be of value provided issues such as individual students or family privacy is protected and/or there is not perceived to be undue ‘pressure’ on parents to support a particular product etc.
~ Activities where direct contact by the ‘corporate sponsor’ is required to be made with students would need to be examined closely as this may not be desirable and/or may involve an unacceptable imposition on class learning time.

(b) The extent to which the school has to be involved in the promotion or activity eg. any costs to the school; ‘administrative time’ demands; demands upon student learning time etc.

(c) The type of business involved eg. local or ‘chain’ corporation; possible impact on other similar businesses; the school’s ‘freedom’ to discriminate between businesses.
1. COMPETITIONS and RELATED PROMOTIONAL ACTIVITIES

(a) Some - but not all - competitions and related promotional activities will be part of the school's curriculum. Those selected should have educational value, should be capable of contributing to the school's educational goals and should be capable of being integrated within school and specific classroom priorities.

(b) Discretion will be exercised in regard to participation in such activities in relation to the school's goals and specific priorities and commitments of the school and individual teachers at the particular time of the event.

(c) In terms of the above priorities, the final decision to participate - or not to do so - will be at the discretion of the principal and teachers.

(d) Where any cost is involved or the seeking of sponsorship by pupils who participate, a decision on whether to participate would be made in accord with school policy in relation to fund-raising activities.

IMPLEMENTATION

Sponsorships, promotions and activities are a potentially valuable means of enriching the learning experiences of pupils and providing life-related and motivating situations for them to apply skills and concepts.

CRITERIA FOR SELECTION:

1. The corporately sponsored activity, competition or other promotional activity should have some degree of social and/or educational relevance rather than having a purely commercial motivation.
2. It must be capable of providing pupils with valuable educational experiences; intellectually, socially or in the area of physical development.
3. Where any cost is involved, or the activity requires pupils to seek sponsorship, the decision to participate would need to take into account school policy in relation to fund-raising activities and school budget arrangements.
4. A priority of categories will be used as follows:

Priority I: Internal school promotions/competitions/activities designed to develop particular themes or content or to develop school 'culture' and ethos.

Priority II: Catholic education system/church related promotions/competitions and activities.

Priority III: Promotions/Competitions and activities sponsored by non-profit social awareness and educational organizations within the local district of the school.

Priority IV: Promotions/Competitions and activities sponsored by non-profit social awareness and educational organizations outside the local district of the school.

Priority V: 'Other' Promotions/Competitions and activities. (i.e. 'profit-related' ventures).

5. At the discretion of the principal and teachers different levels of treatment can be applied:
   Level I: Incorporate the Promotion/Competition/activity directly into satisfying curriculum objectives in any particular curriculum area on a school wide basis.
   Level II: Include the Promotion/Competition/activity in a particular class teachers program or in an 'integrated' learning time where a key objective is, for example, to have pupils apply skills and concepts in a meaningful situation.
   Level III: Use the Promotion/Competition/activity to provide for the enriched/extended learning experience of a particular pupil or pupils.
Level IV: Advise pupils and/or parents of the Promotion/Competition/activity and provide advice/assistance - and perhaps some limited 'seeding' time - and then leave to the initiative of pupils. Though the teacher might also assist by co-ordinating the gathering and forwarding of items.
Level V: Advise pupils and/or parents of the opportunity and leave the initiative with them.
Level VI: Decide not to participate.

6. Criteria of 'favourability' will also be taken into account. For example, all other things being equal, preference would go to Promotions/Competitions/activities where:

(i) the organizers have shown courtesy to the school and teachers by allowing sufficient lead up time and completion deadlines.
(ii) the organizers have provided sufficient necessary materials etc. to give to pupils and/or parents so there are not unnecessary costs to the school.

DECISION PROCESS:

7. The task of the principal will be to make the first assessment of suitability in terms of the criteria, to consult the P & F Association where this is considered appropriate, and to have a means of making the information available to teachers. At the discretion of the principal, this task might be delegated to a suitable teacher.

8. In other than activities where it is resolved that the school will participate on a school wide basis. The task, and right, of the teacher - in accordance with overall school priorities where relevant to that activity - will be to make the final decision in regard to whether and how the activity would be implemented.