

## AP 301-2

### Distribution of General Information – Community Events/Programs

#### Background

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As articulated in AP 301 – Access to Students, no materials (flyers, brochures, posters, etc.) will be accepted for distribution to students and families from businesses or for-profit enterprises.

However, the Abbotsford School District recognizes the importance of connecting students and families to relevant community events, programs, services, and opportunities available. Through the combined collaborative efforts of the Communications Department and Community Partnerships, an online database has been developed to share accurate and timely information.

<https://community.abbyschools.ca/>

#### Procedures

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In consultation with the Superintendent of Schools, the Communications Department receives, reviews, and approves general information for posting. Organizations are not permitted to contact or send printed information or marketing materials to schools directly. Schools are directed to discard unsolicited emails and reject marketing materials.

Content for the Community Events/Programs website is collected monthly and reviewed in bulk the last week of every month. Approved organizations will be notified and invoiced an advertising fee. Once paid in full, their information will be added to the online database and included in the quarterly newsletter distributed to all families.

#### Advertising Fees

Approved organizations will be invoiced an advertising fee. Fees are inclusive of having content posted for one school-year.

- Fee for Businesses/Organizations: \$500
- Fee for Non-Profits: \$100

Payment can be made by credit card or cheque and must be received before information is added to the advertising schedule cycle. All cheques should be made payable to the Abbotsford School District and reference “Advertising – Community Events/Programs”.

Fees may be waived for charitable/non-profit organizations and will be handled on a case-by-case basis.

## Advertising Schedule

The Community Events/Programs website is updated with new listings the first week of every month. Information is gathered and reviewed on a monthly basis from local community organizations and typically relates to sports, arts, tutoring/education, events and other activities and resources of interest to children, youth and families in the city's various regions.

The Community Events/Programs database is promoted on all district social media accounts mid-month, encouraging students and families to visit the website. Additionally, a quarterly bulletin is emailed home to all school district families on the second Wednesday of the following months:

- Community Events – Bulletin #1: October
- Community Events – Bulletin #2: January
- Community Events – Bulletin #3: March
- Community Events – Bulletin #4: June

Content that is approved and posted on the Community Events/Programs website will stay active until July 15th of every year. After this date, content will be removed in preparation for the following school year and to ensure the space remains timely and accurate for our audiences.

## Distribution Guidelines

Organizations who wish to promote their information, event, service, and/or opportunity to families within the Abbotsford School District must ensure content meets the following guidelines:

- Opportunities that enrich and enhance student learning;
- Opportunities that support student well-being;
- Childcare information;
- Family events and activities;
- After-school/Out-of-school programming for children and youth;
- Extracurricular and sports programming for children and youth; and
- Winter, Spring, and/or Summer Camps;

All posts must be geared to children, youth, and/or families within Abbotsford. We do not promote products or items for sale.

Information that is targeted specifically for Abbotsford School District staff may be considered for internal distribution via department newsletters, pending approval. Information within this category must be geared towards: Field Trip opportunities that enrich and enhance student learning; In-Class/Virtual Presenters that enrich and enhance student learning (district approved organizations only); Staff Professional Development opportunities; etc.

## Request To Distribute Information / Materials

No physical copies of information/materials will be accepted for distribution. All content must comply with Canada's Anti-Spam Law.

Requests for information distribution must be completed using our online form:

<https://bit.ly/Request-to-Distribute>

Marketing materials can be attached to this form and must be submitted in PDF format. All PDFs must include the below waiver in size 9 font:

*Abbotsford School District may receive a fee to facilitate the distribution of advertising and marketing materials from some community organizations and businesses. Abbotsford School District does not accept responsibility or liability for the contents of any advertising and does not endorse an organization's services, goods or programs.*

If this waiver is not included on the original PDF submitted, the Communications Department will add it to approved content before posting to the Community Events/Programs website.

By submitting information/materials you agree to the terms & conditions outlined above, in AP 301, and other related Administrative Procedures. Should you have further questions or concerns, please email [info@abbyschools.ca](mailto:info@abbyschools.ca).