

HWDSB

Policy Committee

September 13, 2023
EC-340D/Virtual Meeting

AGENDA: 6:00 p.m.

1. Call to Order/Roll Call
2. Land Acknowledgment
3. Approval of the Agenda

Policy Review:

4. [Fundraising](#)
5. [Advertising Expenditure](#)
6. [Privacy](#)

Discussion:

7. [Policy Development Process](#)

8. Adjournment

We acknowledge our presence on ancestral Anishinaabe and Haudenosaunee Confederacy land as determined by the Dish with One Spoon treaty.

The intent of this agreement is for all nations sharing this territory to do so responsibly, respectfully and sustainably in perpetuity.

We respect the longstanding relationships with the local Indigenous communities, the Mississaugas of the Credit First Nation and the Six Nations of the Grand River.

Subject:

Fundraising Policy

Executive Council Member Responsible:

Matthew Gerard
Associate Director of Business Services & Board
Treasurer



BACKGROUND

The Fundraising Policy has been reviewed by staff following feedback from the committee provided last year.

RECOMMENDATION(S)

That the Fundraising Policy be recommended for approval.



Fundraising

Date Approved:

Projected Review Date:

Page 1 of 3

PURPOSE:

Hamilton-Wentworth District School Board (HWDSB) recognizes that parents, guardians, caregivers, schools and communities may choose to engage in fundraising activities to support students, schools, the Board and the wider community. The Board supports fundraising activities that are complementary to public education, voluntary, safe, accountable and transparent. Further, the Board supports fundraising activities that increase student and community engagement, support a healthy learning environment and build strong partnerships.

GUIDING PRINCIPLES:

- Fundraising may be used to support humanitarian or charitable causes that can increase student understanding, empathy and activism in helping to address local, national and international issues.
- Funds raised will not be used to replace items that are publicly funded, such as classroom learning materials, textbooks, facility repairs, maintenance, and upgrades or for capital projects that significantly increase operating costs.
- Fundraising activities will result in no personal gain to any staff member or volunteer. Individuals or organizations in receipt of HWDSB fundraising proceeds must engage in legal and ethical practices that respect privacy and personal information of staff, students or other individuals.
- Participation of fundraising activities is voluntary. Students' fundraising efforts will not be tied to any measure of student achievement or be subjected to any other negative consequences should they choose not to participate.
- Schools with greater resources are encouraged to consider assisting other schools or the Hamilton Foundation for Student Success (HFSS) whenever possible and as deemed appropriate by the school community. Transfers between schools should be included as part of the Annual School Fundraising Plan. Not all schools have the same capacity to conduct fundraising activities.

INTENDED OUTCOMES:

- The Annual School Fundraising Plan will monitor, communicate and document a school's fundraising initiatives. The school principal is responsible for the Fundraising Plan whether it is initiated by staff, student groups, school councils, Home and School Associations, alumni associations, or other school community groups.
- Each school's final fundraising reports will include transparent financial reporting practices to the school community.



Fundraising

Date Approved:

Projected Review Date:

Page 2 of 3

RESPONSIBILITY:

Director of Education
Members of Executive Council

TERMINOLOGY:

Capital Projects: Capital projects supported by fundraising should enhance the facilities that already exist in the school or school yard and do not include school renewal, maintenance or upgrades to the facilities such as structural or emergency repairs or replacement of flooring, tiles etc. Examples of supported capital projects include playground equipment, shade structures, and scoreboards with approval.

Fundraising: Any activity, permitted under HWDSB's policies, to raise money or other resources, as approved by the school principal, in consultation with, and upon the advice of the school council, and/or a school fundraising organization operating in the name of the school, and for which the school provides the administrative processes for collection. Such activities may take place on or off school property.

School Community: Students, parents, guardians and caregivers, school councils, trustees, school principal and vice-principal, employees, members of the broader community and partners, as well as others who support HWDSB and student achievement.

School-Generated Funds: Funds that are raised and collected in the school or broader community in the name of the school, by school councils or other school or parent administered groups (except for funds raised by the Ontario Home and School Associations).

School generated funds are administered by the school principal and are raised or collected from sources other than HWDSB's operating and capital budgets. These sources include proceeds from fundraising activities, fees for supplementary learning materials and activities, athletics/clubs, educational excursions, and donations for initiatives such as a school nutrition program.

School generated funds is a broad category which includes not only fundraising for school purposes, but also all funds that are collected and paid out through school accounts to support a variety of programs such as payments to charities or other third parties.

Ontario Home and School Associations: Refers to entities separate from District School Boards when they are constituted under the umbrella of the Ontario Federation of Home and School Associations. They may engage in fundraising activities to support the goals and objectives of their organization.

The proceeds from these activities are not a part of School Generated Funds.

When Home and School Associations are purchasing equipment for a school, all purchases must follow procurement and facility policies and procedures.



Fundraising

Date Approved:

Projected Review Date:

Page 3 of 3

ACTION REQUIRED:

Maintain procedures to implement this policy including a method to resolve conflict.

Ensure fundraising initiatives follow the requirements of legislation and board policy and procedure, to meet the needs of students, educators, the community and staff while ensuring accountability and transparency.

- Fundraising activities must comply with statutory and Ministry of Education requirements, Ministry and Board policies and procedures, the Board's mission, vision and values, and the principles of public education, including diversity, equity, accessibility, and inclusivity.
- Funds raised by School Councils (and any assets purchased with those funds) legally belong to the Board.
- Fundraising activities will be coordinated at the school level to ensure proper handling and management of funds raised and any expenditures incurred during the fundraising event while also ensuring administrative expenses are minimized.
- The safety of students will be a primary consideration in all fundraising activities.

PROGRESS INDICATORS:

| Intended Outcome | Assessment |
|--|---|
| The Annual School Fundraising Plan will monitor, communicate and document a school's fundraising initiatives. The school principal is responsible for the Fundraising Plan whether it is initiated by employees, student groups, school councils, Home and School Associations, alumni associations, or other school community groups. | Audit of Annual School Fundraising Plans. Annual plans will be accountable and transparent on the intended use and actual use of the proceeds of Fundraising Activities |
| Each school's final fundraising reports will include transparent financial reporting practices to the school community. | Year-end annual financial summary report for school-generated funds. Annual audits of sample schools. |

REFERENCES:

Government Documents

Education Act
 Ministry of Education Fundraising Guideline
 Municipal Freedom of Information and Protection of Privacy Act
 Broader Public Sector Procurement Directive
 Equity and Inclusive Education Strategy
 Facility Partnerships Guideline
 School Food and Beverage Policy

Subject: Advertising Expenditures Policy

Executive Council Member Responsible: Matthew Gerard
Associate Director of Business Services & Board Treasurer



BACKGROUND

The Advertising Expenditures Policy has been reviewed by staff as part of the four-year cycle review. Staff have made minor updates to language throughout the policy.

RECOMMENDATION(S)

That the Advertising Expenditures Policy be recommended for approval.



Advertising Expenditures

Date Approved: XXXX

Projected Review Date: XXXX

Page 1 of 3

PURPOSE:

Hamilton-Wentworth District School Board (HWDSB) believes that advertising expenditures should be for the purposes of informing and educating the public, as well as creating awareness of education programs, services, issues, events and community activities of specific interest or benefit to students and families. Advertising campaigns will be addressed to groups that have a need for information and will provide objective, factual and explanatory information based on verifiable facts in an unbiased, fair and equitable manner.

GUIDING PRINCIPLES:

When expenditures are made on advertising whether through Board, School Generated or School Council funds, HWDSB is committed to ensuring:

- The level of expenditure is appropriate to a school board's status as a taxpayer-funded organization whose primary purpose is to educate students.
- Due diligence is exercised in determining the advertising medium that maximizes cost effectiveness.
- Appropriate approvals support the nature and the extent of an advertising campaign.
- Advertising campaigns are in compliance with any applicable laws and regulations
- Measurable outcomes are produced as a result of advertising activities (for example increase in number of inquiries or participation rates; awareness surveys)
- There is a process in place to ensure that significant advertising expenditures are competitively placed.

INTENDED OUTCOMES:

- That staff with responsibility to approve expenditures for the Board ensure that advertising expenditures are adequately managed to achieve planned outcomes.
- That the Board's Procurement Policy is followed to ensure that significant advertising expenditures are competitively placed.

RESPONSIBILITY:

Director of Education
Members of Executive Council



Advertising Expenditures

Date Approved: XXXX

Projected Review Date: XXXX

Page 2 of 3

TERMINOLOGY:

Advertising: the act of practice of calling public attention to services or needs, especially by paid announcements in newspapers and magazines, over radio or television, on billboards, etc.

Expenditure: the act of spending funds

ACTION REQUIRED:

The following Board staff is authorized within their jurisdiction to approve advertising expenditures for Board, School Generated Funds and School Council Funds:

- Director (or designate)
- Associate Directors (or designate)
- Superintendents (or designate)
- Senior Managers (or designate)

These staff members are also responsible for ensuring there is a process in place to ensure that advertising expenditures are adequately managed to achieve planned outcomes.

The Board's Procurement Procedure must be followed to ensure that significant advertising expenditures are competitively placed.

Examples of Suitable Uses for Advertising Include but are not limited to:

- School registration
- Program offerings
- Extracurricular activities
- Public consultations
- Employment opportunities
- Requests for tenders of good and services
- School board accountability to the public (for example, annual publication of board financial statement)
- Informing stakeholders of the Board of key capital priorities of the Board.

Examples of Inappropriate Uses of Advertising Include but are not limited to:

- Providing unverifiable or inaccurate information or comparisons
- Using advertising that is not targeted to appropriate groups, for example through widespread phone calls and automatic phone messages



Advertising Expenditures

Date Approved: XXXX

Projected Review Date: XXXX

Page 3 of 3

PROGRESS INDICATORS:

| Intended Outcome | Assessment |
|---|---|
| That staff with responsibility to approve expenditures for the Board ensure that advertising expenditures are adequately managed to achieve planned outcomes. | Successful and sound business practices are employed that align with the educational goals of the Board and fair business principles. |
| That the Board's Procurement Policy is followed to ensure that significant advertising expenditures are competitively placed. | 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)

HWDSB Policies

Advocacy Expenditures

Procurement

Subject:

Privacy Policy

Executive Council Member Responsible:

Sue Dunlop
Associate Director, School Improvement



BACKGROUND

The Privacy Policy has been reviewed by staff as part of the four-year cycle review. Staff made some formatting changes as well as some small changes to the language throughout the policy.

RECOMMENDATION(S)

That the Privacy Policy be recommended for approval.



Privacy

Date Approved: XXXX

Projected Review Date: XXXX

Page 1 of 4

PURPOSE:

Hamilton-Wentworth District School Board (HWDSB) respects and promotes the protection of privacy of all staff and students. HWDSB collects personal information to support the provision of educational services to its students.

HWDSB is committed to the protection of privacy and complies with all applicable provisions of the *Education Act, R.S.O. 1990, C. E.2*, the *Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c. M.56* (MFIPPA) and all other applicable legislation. HWDSB is guided by the globally recognized fair information principles from the Canadian Standards Association (CSA) Model Code for the protection of personal information which address how organizations collect, use, disclose, and protect personal information.

GUIDING PRINCIPLES:

HWDSB complies with the fair information principles in the CSA Model Code:

- Demonstrating *Accountability* by assuming responsibility for the personal information under HWDSB control and designating an individual or individuals to be accountable for compliance with the remaining principles.
- *Identifying Purposes* for the collection and use of all personal information at the time of collection.
- Obtaining informed *Consent* for the collection, use, or disclosure of personal information except where permitted by law.
- *Limiting Collection* of personal information to what is necessary for the specified purpose.
- *Limiting Use, Disclosure, and Retention* of personal information to the purposes for which it was collected and not retaining longer than necessary to fulfill those purposes.
- Ensuring the *Accuracy* of the personal information collected, used, retained, or disclosed.
- Implementing *Safeguards* that are appropriate to the sensitivity of the personal information to be protected.
- Promoting *Openness* of all policies and procedures relating to the management of personal information.
- Providing *Individual Access*, upon request, by people to their own personal information and responding to their challenges regarding the accuracy of those record.
- Responding to individuals *Challenging Compliance* of HWDSB with the above principles.

INTENDED OUTCOMES:

- Increase the trust parents, students and the community have in how HWDSB handles personal information.



Privacy

Date Approved: XXXX

Projected Review Date: XXXX

Page 2 of 4

- Minimize the risks associated with improper collection, disclosure, and use of personal information, including privacy breaches.
- Support and strengthen access to information by authorized individuals.
- Create openness, transparency, and accountability with the public.
- Foster a culture of privacy across HWDSB and within departments.
- Help protect the Board from potential liability and legal action.

RESPONSIBILITY:

Director of Education
Members of Executive Council

TERMINOLOGY:

Authorized Individuals: Those who have the legal authority to access information. MFIPPA authorizes HWDSB staff members to access the personal information that they need in order to perform their jobs. That means that they are authorized individuals when accessing that information. When family members want to access student personal information from a school, the legislation permits access only to authorized individuals which means legal parents and legal guardians. That means that other family members such as grandparents, siblings, aunts and uncles are not legally authorized under the legislation to access the information unless the school has signed consent from the legal parent or guardian to disclose to somebody else. All individuals have the legal authority to access their own personal information in the possession of HWDSB.

Informed Consent: The person consenting understands the purpose for which consent is sought, understands the potential consequences of signing the consent form, feels free to consent or not consent, and is given the right to revoke their consent at any time.

Municipal Freedom of Information and Protection of Privacy Act (MIFIPPA): Legislation which aims to strike a balance between access to information and protection of one's personal privacy.

Notice of Collection: A statement provided at the time of the collection of personal information that informs people of the purpose for the collection and how it will be used, the legal authority to collect the information, and the name and contact information of somebody they can contact if they have questions or concerns.

Personal Information: Recorded information about an identifiable individual in any format, including:

- a) Information relating to the race, national or ethnic origin, colour, religion, age, sex, sexual orientation or marital or family status of the individual,



Privacy

Date Approved: XXXX

Projected Review Date: XXXX

Page 3 of 4

- b) Information relating to the education or the medical, psychiatric, psychological, criminal or employment history of the individual or information relating to financial transactions in which the individual has been involved,
- c) Any identifying number, symbol or other particular assigned to the individual,
- d) The address, telephone number, fingerprints or blood type of the individual,
- e) The personal opinions or views of the individual except if they relate to another individual,
- f) Correspondence sent to an institution by the individual that is implicitly or explicitly of a private or confidential nature, and replies to that correspondence that would reveal the contents of the original correspondence,
- g) The views or opinions of another individual about the individual, and
- h) The individual's name as it appears with other personal information relating to the individual or where the disclosure of the name would reveal other personal information about the individual.

Retention: The minimum amount of time to keep a record as determined to be necessary by law or other authority. Original records cannot be destroyed until the retention time has expired. Likewise, records should not be retained longer than the retention time without good reason.

Security: The protection of personal information regardless of the format in which it is held and includes, but is not limited to, physical measures such as locked filing cabinets and restricted offices, organizational measures such as limited access, and technological measures, such as the use of passwords and encryption.

ACTION REQUIRED:

HWDSB is committed to upholding the privacy rights of individuals and demonstrating good data stewardship by managing and protecting the personal information entrusted to it, by being transparent about its information practices and by promoting access.

The fair information principles will guide and inform collection, use, retention, disclosure and destruction of information and the requirements therein will be embedded in all related materials and practices.



Privacy

Date Approved: XXXX

Projected Review Date: XXXX

Page 4 of 4

PROGRESS INDICATORS:

| Intended Outcome | Assessment |
|---|--|
| Increase the trust parents, students and the community have in how HWDSB handles personal information. | Reduction in privacy complaints and concerns. |
| Minimize the risks associated with improper collection, disclosure and use of personal information, including privacy breaches. | Increased reporting of potential privacy breaches, prompt enactment of privacy breach procedure. |
| | |
| Support and strengthen access to information by authorized individuals. | Demonstrated efficiency in responding to access to information requests. |
| Create openness, transparency and accountability with the public. | Increased openness and transparency of public information. |
| Foster a culture of privacy across HWDSB and within departments. | Increased discussion of privacy matters within service areas and schools; increased engagement by staff in privacy activities; Increased inclusion of privacy protection and information management into procedures across the Board and in departments. |
| Help protect the Board from potential liability and legal action. | Increased compliance with legislation, and privacy and information management standards. |

REFERENCES:

Fair Information Principles

Canadian Standards Association (CSA) Model Code for the Protection of Personal Information

Government Documents

Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c. M.56

Education Act, R.S.O. 1990, c. E.2

HWDSB



Policy Development Process

HWDSB

HWDSB Policy Development

Table of Contents

| | |
|--|----|
| GUIDING PRINCIPLES: | 3 |
| ISSUE IDENTIFICATION:..... | 4 |
| SCOPING REPORT:..... | 5 |
| DRAFT POLICY DEVELOPMENT: | 6 |
| STAKEHOLDER CONSULTATION: | 7 |
| DRAFT POLICY REVISIONS AND APPROVAL: | 8 |
| PROCEDURES AND IMPLEMENTATION:..... | 9 |
| POLICY EVALUATION AND REVIEW:..... | 10 |
| MINISTRY MANDATED POLICY:..... | 11 |
| REVOKING A POLICY:..... | 12 |

HWDSB

GUIDING PRINCIPLES:

Hamilton-Wentworth District School Board strives for a policy development process that:

- Follows HWDSB's Trustee Handbook
- Ensures that policies are principle-based
- Simplifies the language used in policies
- Reduces barriers
- Provides clarity and common understanding
- Provides flexibility to Trustees and staff in responding to a wide range of issues
- Ensures timeliness
- Ensures congruence between policy and procedure
- Ensures that no new, or non-Ministry mandated policy development takes place without approval of a Scoping Report

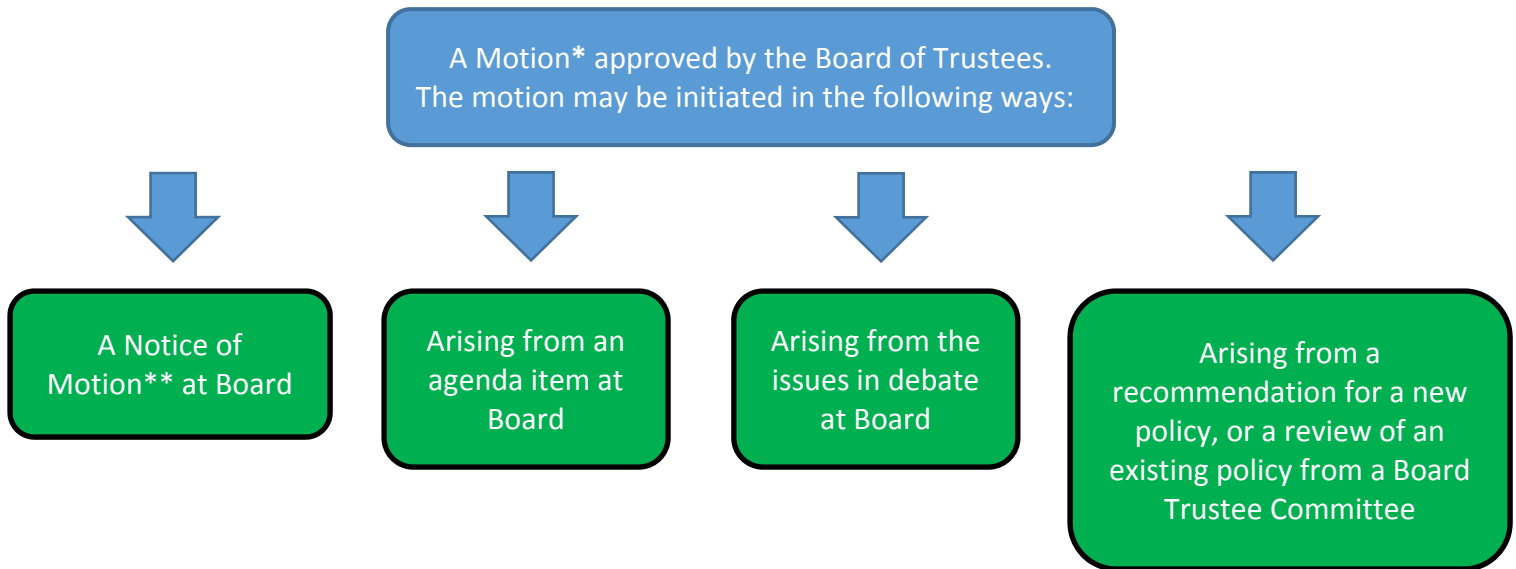
Please note: All green boxes with thicker lines in the document denote Trustee involvement.

HWDSB

ISSUE IDENTIFICATION:

The process of developing a policy begins by:

Trustee Initiated:



If the policy is Trustee initiated, proceed to Scoping Report on page 4.

***Suggested Motion:** “That HWDSB start the policy development process to investigate the feasibility of developing/replacing/revoking/reviewing a _____ Policy”

Administration Initiated:

A recommendation for a new policy, or a review of an existing policy from Executive Council through the Policy Committee

OR

A direction from the Provincial Government for a new policy, through Executive Council to the Policy Committee

Proceed to Scoping Report on page 4.

Proceed to Ministry Mandated Policy on page 11.

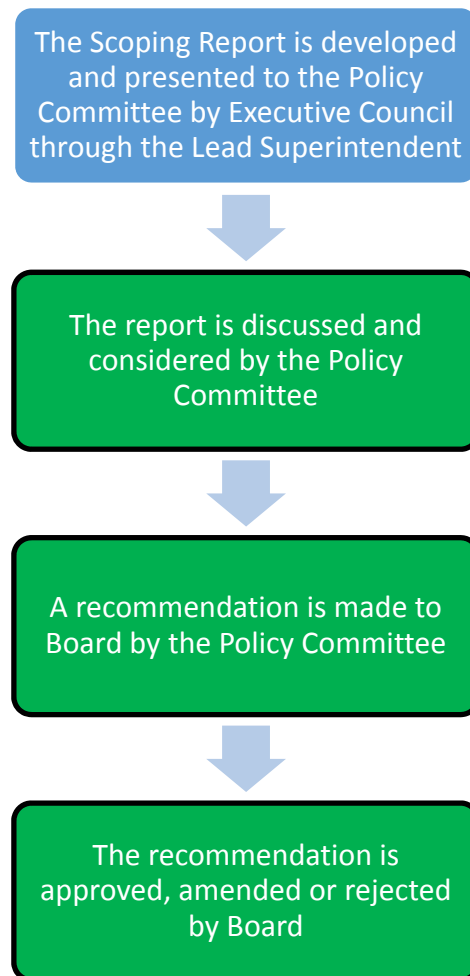
HWDSB

SCOPING REPORT:

Once the Policy Development Process has been initiated, a Scoping Report is written.

The report specifies:

- a) the background by providing history and other information to bring the Trustees up to speed on the issue
- b) the facts, arguments, opinions and analysis needed to show that the Recommendation is a sound response to the issue
- c) the staff recommendation to Trustees



HWDSB

DRAFT POLICY DEVELOPMENT:

The Scoping Report helps guide the development of the Policy. Using the *Policy Template*, a Draft Policy is written.



*criteria for stakeholder consultation is listed under “Stakeholder Consultation”

HWDSB

STAKEHOLDER CONSULTATION:

The appropriate size, scope and duration of consultation is recommended by the Policy Committee based on:

- a) Importance of the issue;
- b) Time available for consultation;
- c) Number of stakeholder groups affected; and
- d) Significance of the impact or implications of the Policy

The process used for the consultation will be determined by the nature of the Policy but will always include consultation with School Councils, the Parent Involvement Committee and a survey on the website allowing feedback within 30 days. The process may include, but is not limited to:

- a) Public delegations/presentations to the Policy Committee;
- b) Public meetings;
- c) Facilitated focus groups;
- d) Advisory committees; and
- e) Web surveys or opinion polls.

A consultation plan is developed and is presented in conjunction with the Draft Policy, to the Policy Committee by Executive Council, through the Lead Superintendent



The appropriate process, size, scope and duration of consultation is considered and discussed by the Policy Committee



After due consideration, the consultation plan is approved for stakeholder consultation by the Policy Committee



Stakeholder Consultation Process is implemented by Corporate Communications



The Stakeholder Consultation data is collected, collated and analyzed by the Evidence-Based Education and Services Team (E-BEST)

HWDSB

DRAFT POLICY REVISIONS AND APPROVAL:

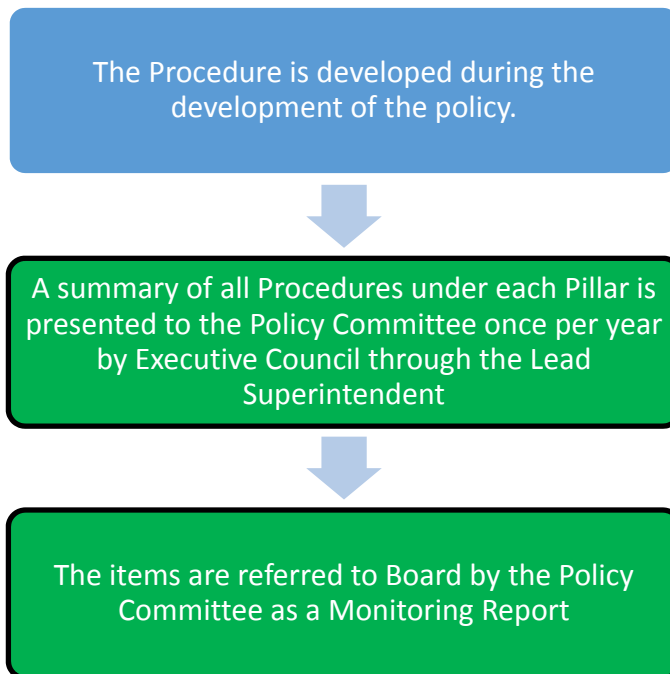
Based on the consultations, revisions may be made to the Draft Policy.



HWDSB

PROCEDURES AND IMPLEMENTATION:

A Procedure is the tool used for implementation of the policy at the staff level. Therefore, a Procedure is developed containing specific actions that must be taken by staff at various levels of the organization in order to implement the Policy. Trustees receive a summary of the Procedures once a year for information and may offer suggestions for consideration.



*When a new procedure is developed, the Policy Committee will be advised of the new procedure at an upcoming policy meeting – the item will be reflected on an upcoming agenda as an Information Item (using a link to the website where the procedure is posted).

HWDSB

POLICY EVALUATION AND REVIEW:

A Policy Review results from:

- a) The four- year review schedule
- b) A recommendation from the Policy Committee to the Board, to review a specific Policy
- c) Direction from Board to the Policy Committee to review a specific policy through:
- d) A recommendation from staff to the Policy Committee to approve changes to a specific policy
- e) Provincial Legislative changes



NOTE 1: If at the Policy Committee, Trustees raise concerns that significantly amend the scope, content, format of the Policy, Executive Council, through the Lead Superintendent, may reengage the Draft Policy Development Process from the Scoping Report stage.

HWDSB

MINISTRY MANDATED POLICY:

For cases where the development of a Policy is legislated by a government body – i.e. the purpose, intended outcomes and timelines are specified - the need for a Policy is brought to the Policy Committee for information only and then the Draft Policy Development process begins.



NOTE 1: No Scoping Report or Stakeholder Consultation is required for Ministry Mandated policies, unless the HWDSB Policy significantly exceeds the parameters set out by the Ministry. If consultation is required, yet Ministry deadlines do not allow for a full consultation, then an Interim Policy will be developed with consultation later.

HWDSB

REVOKING A POLICY:

Revoking a Policy takes place when upon review of a current Policy, or at the direction of Trustees, it is noted that the terms or direction of the current Policy is

- inconsistent with newer legislation,
- inconsistent with the direction of the Board of Trustees,
- captured in another policy, or
- operational in its focus.

Revoking a Policy means the Policy will no longer exist, but it may be replaced by: statement(s) in another policy; and /or a new or expanded Procedure.

