

CODE: GIAD.AR**EFFECTIVE DATE:** (13-06-2006)**TOPIC:** Use of Commercial and Special Interest
Materials in Schools**ISSUE DATE:** (28-09-2006)**REVIEW YEAR:** (2011)**REGULATION****A. MATERIALS AVAILABLE FREE OF CHARGE TO STUDENTS AND TEACHERS**

1. Principals may be approached by special interest groups, non-profit or governmental agencies, or commercial firms who offer to donate or sell directly to the school materials to be used for instructional purposes, or who ask that their materials be distributed in the school to students and/or teachers.
2. Any such material which will be provided free of charge to students and/or teachers may be distributed and used in a school at the Principal's discretion. Material used for instructional purposes must be compatible with the outcomes specified for the goals and objectives of the authorized curriculum.
3. Similar requests that material be distributed in schools free of charge are also made directly to the Superintendent of Schools. Where such material is considered acceptable, would-be suppliers are advised to forward such to schools accompanied by a letter from the Superintendent of Schools, allowing distribution at the Principals' discretion.
4. Schools should avoid distribution of materials in which advertising for commercial interests is predominant.

B. SOURCE OF ADVICE (NON-INSTRUCTIONAL MATERIALS)

Advice is available from Communications should principals have any doubts over the suitability of non-instructional materials offered for distribution or use in the schools.

C. DIRECT SALES TO STUDENTS AND TEACHERS

1. Items which cannot be considered as instructional materials or supplies, but which are in some way related to the school and its objectives, may be sold by the school to students and teachers at the Principal's discretion. Examples are crested T-shirts not sold as part of physical education equipment, school yearbooks, and individual student or class photographs.
2. In exercising their discretion, principals should consider the likely attitude of their school community towards commercial activities and fundraising in schools.

D. CONTRACTS FOR GOODS AND SERVICES

1. Principals may enter into contract with commercial firms only if the firm is an approved vendor.

2. Principals considering entering into contracts with commercial firms for the provision of supplies and services to schools should obtain advice from Purchasing before making any commitments.

REFERENCES

Alberta Education's Guide to Education: ECS to Grade 12 (see Instructional Delivery and Learning Resources sections)

School Act Sections 27, 39(1)(b) and 60(2)(b)