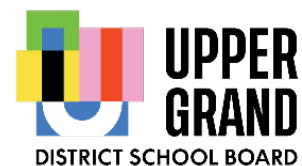


# Use of Corporate Resources for Elections

## Procedures Manual 111-A



<b>Category:</b>	Governance
<b>Administered by:</b>	Superintendent of Finance
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## 1. Definitions

### **Advertising**

Advertising is defined as all forms of communication, including media advertising (radio, print, television, digital, social media), and print materials designed to provide information regarding a candidate to members of the general public.

### **Campaign-related Materials**

Campaign-related materials are defined as any materials (communication and advertising) that promote or oppose the candidacy of a person for elected office.

### **Election**

Election means any school board, municipal, provincial or federal election including by-elections.

### **Election Campaign-related Purpose**

An election campaign-related purpose refers to any activity related to campaigning for school board, municipal council, provincial and federal office during an election period.

### **Election Period**

The election period is defined as the official campaign period of an election. For a school board and municipal election, the election period commences on May 1 of an election year and ends on voting day. For a provincial or federal election, the election period commences the day the writ for the election is issued and ends on voting day. For a by-election at the school board, municipal council, provincial or federal level, the election period commences when the by-election is called and ends on voting day.

## **Voting Day**

Voting day means the day on which the final vote is to be taken in an election.

## **2. General**

2.1 It is the responsibility of the board to ensure that corporate resources and/or budgets are not used to sponsor or produce any campaign-related materials. This prohibition is not meant to restrict trustees from routinely communicating with constituents; however, trustees and board staff are responsible for ensuring that any communications or activities funded by the board are not related to an election.

## **3. Specific Regulations**

3.1 The following, if supplied by the board, shall be discontinued for all trustees during an election period, and for any candidates in an election:

- all forms of advertising that feature any candidates for election
- all printing, high speed photocopying and distribution, including printing and general distribution/display of newsletters unless so directed and approved at a meeting of the Board
- the ordering of any stationery or office supplies or furnishings unless approved by the Director of Education

3.2 Members of the Board shall ensure that prior to May 1 of the year of a regular election, they include a clear statement, easily found and readable, on each website and/or social media account's homepage to which they are affiliated, indicating that the account is being used:

- solely for board work
- for both board work and election campaign-related purposes
- solely for election campaign-related purposes

3.3 Further to item 3.2, any website and/or social media account paid for with public/board funds is not to be used for election campaign-related purposes.

## 4. Examples of Inappropriate Use of Corporate Resources

The following are examples of inappropriate use of corporate resources. If needed, clarification shall be sought from the Director of Education.

- 4.1 The use of board staff to canvas or actively work in support of a candidate or third party during normal working hours. The exception to this example is staff who are on a leave of absence without pay, lieu time, or vacation leave.
- 4.2 The use of any board facility or property, including the booking of such space through the board's Community Use of Schools Program, for any election campaign-related purpose during an election period, unless the activity involves all candidates (e.g., all-candidates meeting).
- 4.3 The printing or distribution of any material paid for by board funds that illustrates that a trustee or any other individual is registered in any election or where they will be running for office.
- 4.4 The profiling (name or photograph) of, or making reference to, in any material paid for by the board, any individual who is registered as a candidate in any election, beyond the routine business of the board.
- 4.5 The printing or distribution of any material using board funds that makes reference to, or contains the names or photographs of, or identifies, registered candidates for municipal elections.
- 4.6 The use of the corporate website, domain names, other corporate systems, or the Upper Grand District School Board logo for election campaigning/advertising or as a substitute to distributing newsletters or flyers for the period starting at the opening of nominations up to and inclusive of voting day.
- 4.7 The use of the board's voicemail system to record election campaign-related messages.
- 4.8 The use of the board's computer network (including the board's email system) for election campaign-related correspondence.
- 4.9 The use of any photographs produced for and owned by the board, any photographs taken utilizing board equipment or sent through board email accounts, for any election campaign-related purposes.

- 4.10 The use of board property or staff in any campaign photos or images unless all candidates are afforded the same opportunity.
- 4.11 Benefit from the use of any corporate pricing established under the board's purchasing policy.
- 4.12 The use of any trustee budgets for election campaign-related purposes or to advertise, promote or support any candidate, or third party.