

Administrative Procedure 354 – Risk Management and Third Party Promotion

AP 354 – Risk Management and Third Party Promotion

Purpose

The Board has delegated to the Superintendent decision making authority with respect to risk management through Policy 3.5 - Protection of Assets and Risk Management. This Administrative Procedure (AP) is intended to provide transparency to the public how that authority is exercised.

The District is committed to ensuring that a balance between allowing for the promotion of opportunities for students with the requirement of the District to limit liability, protect the reputation of the District and ensure student and staff safety.

Definitions

Disclaimer – A statement describing that the organization or event is unaffiliated with NLPS

School Sponsored Event – An event organized by the school and/or a formally sanctioned PAC event.

Third Party – Means an arm's length organization or specific event from the School District

Procedure

Field Trips and School Planned Events

1. Field trips shall be governed by AP 333 as amended from time to time.
2. School sanctioned events are not subject to this AP.

Use of School Facilities

3. Non-school sanctioned events shall be subject to AP 522 and be arranged through the Rental Department of the District.

Promotion of Third-Party Events and or Organizations in Schools

4. With the approval of the Superintendent a school may share information to families with respect to a third party with families subject to the following:

- a. The third-party's purposes are not for profit;
 - b. The information provided by the third-party provides a Disclaimer in the communication that the organization or event is not associated with NLPS, as follows:
 - i. The District is sharing information about this event at the request of the organizers. The District is not involved in planning or hosting this event. The District takes no legal responsibility for this event.
 - c. The third party agrees in writing to indemnify the School District in the event of legal action against the School District associated with the communication or event, as follows:
 - i. The individuals organizing the event will agree in writing to be personally responsible for any legal fees and damages payable by the District in the event of legal action or threatened legal action in relation to the event; or
 - ii. The organizers will add the District as an additional named insured to the insurance policy for the event, and provide a copy of the insurance policy to the District for its records.
 - d. The third party does not promote values at odds with the District including its commitment to reconciliation, human rights and does not promote a political ideology or religious belief system;
 - e. Recognized youth sports organizations information may be shared at the discretion of the school principal;
 - f. In the case of an event, the third party confirms that there will be no access to drugs or alcohol; and
 - g. School staff shall not assist in the production of any promotional material.
5. The Office of the Secretary-Treasurer shall maintain a list of previously approved third parties. Organizations previously able to communicate with families prior to 2023 shall not be required to submit a request. If an unincorporated third party makes a request (e.g. a prom organizing group) approval must be sought on a yearly basis with the organizer agreeing to indemnify NLPS with the respect to the event as set out above.
 6. In no event shall personal information collected by the District for school purposes be shared with a third party to directly communicate with families.
 7. Promotion or sponsorship in exchange for a benefit to a school is addressed by AP 319.
 8. Approval of any promotion is at the sole discretion of the Superintendent and refusal is not subject to any form of appeal.

Appendix: Third Party Promotion Request Form

Created: April 18, 2023

References: Section 85, *School Act*



Third-Party Promotional Request Form

[AP 354 Risk Management and Third Party Promotion](#)

Name of the third-party organization: _____

Contact Person Name: _____

Contact Email: _____

Phone Number: _____

Promotion/Advertising Details: Please provide a brief description of the promotion or advertising you are requesting, including the type of promotion, duration, and any specific requirements or details.

Purpose of the Promotion/Advertising: Explain the purpose or goal of the promotion or advertising, including how it aligns with your organization's objectives or target audience.

Promotion Channels: How is your promotion materials to be disseminated?

Please specify: _____

Indemnification: The third-party organization agrees to indemnify the School District in the event of legal action against the School District associated with the communication or event, as follows (select one):

- The individuals organizing the event agree in writing to be personally responsible for any legal fees and damages payable by the District in the event of legal action or threatened legal action in relation to the event
- The organizers will add the District as an additional named insured to the insurance policy for the event, and provide a copy of the insurance policy to the District for its records if available.

Additional Requirements:

The third-party organization confirms the following requirements (check all that apply):

- The promotion/advertising does not promote values at odds with the District’s commitment to reconciliation, and human rights, and does not promote a political ideology or religious belief system.
- There will be no access to drugs or alcohol at the event.
- School staff shall not assist in the production of any promotional material.
- The third-party’s purposes are not for profit.
- The information by the third party includes a Disclaimer in the communication that the organization or event is not associated with NLPS, as follows:

“The district is sharing information about this event at the request of the organizers. The district is not involved in planning or hosting this event. The District takes no legal responsibility for this event”

Form Submission:

Once the form is completed, please email to: secretarytreasurer@sd68.bc.ca

Please note that submission does not guarantee approval. All requests are subject to review and approval by our organization. By submitting, you agree to the liability and indemnification terms stated above.