



POLICY

Policy Area: Public Relations	Subject: Partnerships and Endorsements
Title of Policy: Partnerships and Endorsements	Policy Number: 3.2
Approved Date: August 11, 2020	
Effective Date: November 24, 2020	Revision Date:
<p>1. Rationale or background to policy:</p> <p>1.1. The Constitution/ByLaws Section 2 states that the CSBA Vision is excellence in public education achieved through democratically elected school boards.</p> <p>1.2. As the voice of public education in Canada, it is imperative that all decisions made by the CSBA reflect the values and beliefs of the public education system.</p> <p>2. Policy Statement:</p> <p>2.1. The CSBA is determined to promote excellence in public education by ensuring that all partnerships and sponsorships align with the vision and principles of the CSBA and public education in Canada.</p> <p>3. Procedures:</p> <p>3.1. The CSBA Executive Director will consider all partnerships and endorsements on a case-by-case basis using the approved process.</p> <p>3.2. Each request will be considered through the lens of the following questions:</p> <p>3.2.1. Who is the petitioning organization and are they worthy of being associated with the CSBA brand? (Consider years in existence, leadership, Board Members, their other education partners and their beliefs and principles).</p> <p>3.2.2. Do the mission and goals of the organization being considered line up with the CSBA mission and values?</p> <p>3.2.3. In agreeing to enter into this relationship, what is CSBA actually being asked to endorse (an organization, a specific project, program, product) and is it clearly in line with national priorities as identified in our strategic plan?</p> <p>3.2.4. Does the partnership or endorsement strengthen our national organization and if so, how?</p> <p>3.2.5. Does CSBA benefit as an organization to be associated with “X”?</p> <p>3.2.6. Does “X” help support school boards? Does “X”strengthen the CSBA national voice? Does”X” help the CSBA influence policy?</p> <p>3.2.7. Are there financial implications in the endorsement/partnership? Short term? Long term? Does the CSBA receive any monetary value or vice versa?</p>	

- 3.3. After reviewing the answers to the questions in 3.2, the CSBA Executive Director will consider the pros and cons and then bring a recommendation to the Board of Directors on whether to proceed with the proposed partnership or endorsement.
- 3.4. The Board of Directors will make the final decisions on all partnerships and endorsements.