

DISTRICT PRACTICE:

When determining if a business-education partnership is appropriate, staff will ensure that the partnership:

1. Contributes to educational goals and maintains educational integrity.
2. Promotes equity and inclusion.
3. Balances acknowledgement of contributions with retaining educational integrity.
4. Ensures accountability.
5. Has effective administration and management.

1. CONTRIBUTES TO EDUCATIONATIONAL GOALS AND MAINTAINS EDUCATIONAL INTEGRITY

1.1 A relationship must meet an identified educational need(s). Educators have an obligation to ensure the integrity of education within a relationship. It is important that the financial incentives that partnerships represent do not skew public education's priorities or goals.

1.2 Partnerships will:

- Complement the purpose and goals of the British Columbia education system.
- Support the academic and social values of the schools.
- Take into account the mandates and operations of the partner(s) to ensure they support the mission, vision and values of the School District, and are able to withstand public scrutiny.
- Enhance the quality and relevance of education for students.
- Ensure materials and learning resources provided by partners are subject to the same review process that all other provincial and district approved resources go through.

2. PROMOTES EQUITY AND INCLUSION

2.1 Important social goals and values are embedded in the education environment and experience, such as gender equity, sensitivity to equity considerations, and valuing diversity. Partnerships must not conflict with these values.

2.2 Partnerships will:

- Abide by equity considerations, especially ensuring there is no bias and stereotyping in areas including, but not limited to, gender, race and religion.
- Treat the welfare of students as a paramount concern, in particular their age and vulnerability to commercial values and messages.
- Use objective criteria to determine awards and benefits to participants.



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3. BALANCES ACKNOWLEDGEMENT OF CONTRIBUTIONS WHILE RETAINING EDUCATIONAL INTEGRITY

3.1 Partnerships need to maintain a balance between retaining educational integrity and permitting partners to receive public acknowledgement for their contributions. Schools will not send home with students, or put in school newsletters, any information advertising goods and services of a business (although the Board of Education authorizes the Superintendent to make exceptions to this in specific circumstances). The commercial aspects of a partner must not “spill over” into the educational environment.

3.2 Partnerships will:

- Acknowledge there is no implied endorsement by the schools or the School District of products or services provided by the partner.
- Ensure students, parents and staff are not required to support the commercial, or other, activities of the partner.
- Ensure students and staff participation is voluntary.

4. ENSURES ACCOUNTABILITY

4.1 Participants must be accountable for the partnerships into which they enter. There must be a clear understanding of what each party brings to the partnerships in terms of funding, resources, and personnel. There must be clear deliverables and a common understanding of the objectives of the relationship.

4.2 Partnerships will:

- State clearly all contractual obligations, including goals and objectives. Benefits, which accrue to all parties, must be defined with associated outcomes such that they can be evaluated. Monitoring and reporting must be carried out on the goals, objectives and benefits of partnerships.
- Define clearly the roles and responsibilities of all parties (students, teachers, parents, schools, School District, and business partners) and reflect each partner’s expertise.
- Describe clearly resources provided by all parties, including budgetary and financial details and timelines.
- Ensure there is clear separation of the commercial aspects of business partners from the educational programs or activities being provided.



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5. HAS EFFECTIVE ADMINISTRATION AND MANAGEMENT

5.1 Successful partnerships are characterized by effective administration and management. How partnerships are operated and administered are just as important as the benefits they bring to students.

5.2 Partnerships will:

- Schedule regular reviews to evaluate the progress and outcomes of partnerships. Regular reports must be issued describing the programs and activities of partnerships, and how successfully the goals and objectives have been achieved.
- Keep records of the operational activities of partnerships. The activities of partnerships must be kept separate from the activities of each partner.
- Adhere to all relevant government statutory and regulatory requirements (e.g. conflict of interest guidelines and freedom of information considerations).