

CORPORATE PARTNERSHIPS

Background

Consistent with the District statement of its mission and goals, the District believes that planned, mutually-beneficial activities between schools and community businesses, agencies and organizations are desirable when such ventures are consistent with educational goals and the District's policies. These school-community partnerships will likely involve mainly our secondary schools and will be characterized by sharing skills and resources to achieve mutually-identified goals and objectives designed to enhance the quality of education and the life of the community. Such partnerships build bridges between the business world and education, provide enriching experiences for students and staff members, offer the school's and the organization's staff members with opportunities for professional development and increase the community's awareness of programs in schools and opportunities to develop future citizens.

The District supports the establishment of school-community agreements. These relationships may take several forms, but generally may be described as being a partnership agreement of reciprocal activities between a school and a business, government agency, or community group.

Definitions

To assist with clarity of communication for the purposes of the administrative procedure and related procedures, the following definitions are provided:

1. **Business Relationships** - Sale of a product or service in exchange for financial compensation. Business relationships are generally formalized via contracts and many are long term. Examples of business relationships with corporations include the suppliers used for cafeterias, vending machine contracts, photocopier suppliers, photographers, etc. Business relationships are developed at both the school and District levels.
2. **Corporate Sponsorships** - Informal or formal relationships where businesses give a product, service, or money for returns such as recognition or advertising or to meet a company goal related to community involvement. Examples of such sponsorships might include donations of money and/or equipment for emergency preparedness in exchange for recognition at a ceremony. Corporate sponsorships are developed at both the school and District levels. See AP196.
3. **Public Body Partnerships** - Partnerships whereby the District enters into agreements with other public bodies for the benefit of both parties. This is usually the result of both parties providing funds to build and/or operate facilities. Examples of these include school/community fields, the Pinetree Town Centre complex (with the District, City of Coquitlam, and Douglas College) and the Terry Fox Theatre (District and Port Coquitlam City Council).

4. Partners in Education - This is the name of a District annual recognition of these informal school and District-based mutually beneficial arrangements referred to in the Community Partnerships administrative procedure.
5. Donations of Equipment and Material - Donations are a voluntary contribution of money, equipment and/or materials by an individual, group or company. Official receipts for tax purposes may be issued upon request.
6. Fundraising - This is a form of business transaction intended to procure additional monies for a school, usually involving parents and/or the Parent Advisory Council.
7. Scholarships and bursaries - Monies given to selected students who meet the criteria outlined in the scholarship usually at the time of graduation from Grade 12.
8. Grants - Monies provided by a Foundation and accessed by completing and submitting an application proving that a project meets the criteria of the grant. These funds are targeted to specific initiatives.
9. Work experience placements - Contractual agreement between the District and a business or community organization for the purpose of providing work experience to our students.

Procedures

1. A formal partnership agreement between a school and a corporate partner is characterized as an on-going and voluntary relationship based on a mutual sharing of resources and time.
2. Partnerships will be initiated by the Principal and school staff with the approval of the Superintendent or designate, and may be renewed on a yearly basis because the success of community partnerships is dependent upon the involvement and participation of school staff. The school planning committee will be consulted before any partnership is initiated. The terms of the relationship will be agreed to in advance between the sponsor and the Principal of the school.
3. Sample partnership agreements shall be made available by the District for use by school principals and staff for continued relationships. A copy of these agreements shall be retained by the parties and filed with the Superintendent.
4. Partnership relationships between an organization and a school are endorsed, provided that the proposed activities:
 - 4.1 are consistent with the values, goals, and objectives of the educational program;
 - 4.2 respond to a clearly understood educational need;
 - 4.3 support and do not undermine, either implicitly or explicitly, existing curriculum or policy;
 - 4.4 focus on cooperative activities that are mutually beneficial;
 - 4.5 do not directly benefit in a material way an individual student or staff member;

- 4.6 are subject to District procedures regarding accounting and tax receipts.
- 4.7 neither exploit a captive audience nor exert direct pressure to compel students, parents or the school community to support any commercial enterprise. (The public trust and image of the school shall not be compromised by the nature of the agreement.)

Reference: Section 65, 85, School Act

Last reviewed: November 2016