CATHOLIC DISTRICT SCHOOL BOARD OF EASTERN ONTARIO
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BOARD ADMINISTRATIVE PROCEDURE

ADMINISTRATIVE PROCEDURE

101 Election Campaign Activities and Use of Board Resources During Election Campaigns

DIRECTIONAL POLICY

Governance, Vision, and Strategic Priorities

Title of Administrative Procedure:

Election Campaign Activities and Use of Board Resources During Election Campaigns

Date Approved:

April 2026

Projected Review Date:

April 2030

Directional Policy Alignment:

This Administrative Procedure aligns with the Governance, Vision, and Strategic Priorities Directional Policy, by establishing instructions for Trustee candidates during election campaigns regarding activities and use of Board resources, while supporting our moral purpose and the Board vision of transforming the world with justice and peace through Catholic education, inspired by the teachings of Jesus Christ.

Alignment with Multi-Year Strategic Plan:

The Election Campaign Activities and Use of Board Resources during Election Campaigns Administrative Procedure supports the Multi-Year Strategic Plan, anchored by four tenets: to belong, to believe, to nurture, to learn, by ensuring Board resources, resources, and actions reflect our Board mission to educate and inspire, heart, mind, body, and soul.

CDSBEO Strategic Plan

Purpose

This administrative procedure establishes guidelines for Trustee candidates during election campaigns regarding activities and use of Board resources. It is a part of the Governance Policies and Bylaws of the Catholic District School Board of Eastern Ontario.

Administrative Procedure

This administrative procedure is intended to support the municipal election process for Trustees and is to be reviewed in keeping with the election process every four years.

Policy Statement

This administrative procedure aligns with Board Governance Policy, Bylaws, and specifically the Trustee Code of Conduct. A Catholic Trustee holds a particular trust for the students, staff, and families served by the board. As such, all Catholic Trustees are held to a particular account, one that is held in the teachings of Jesus and enacted in the common good.

A Catholic Trustee position is an elected position which carries with it the understanding that the electorate will decide at election time its support for the effectiveness of a Catholic Trustee. This administrative procedure is intended to support this election process.

Principles

This Administrative Procedure recognizes that Trustees are holders of their office until the end of the term and supports them in continuing to fulfill their responsibilities as Trustees. Nothing in this procedure should preclude a Trustee from performing their duty as an elected official or inhibit them from representing the interests of their constituents during the election period

Action Required

Use of Board Resources During an Election Campaign

- Trustees or Trustee Candidates will not use the services of any staff of the Board to assist in any communication activity related to the preparation or distribution of campaign-related materials or events, including media releases, videos or photographic materials.
- No advertising paid for by the Board will contain the name of a Trustee candidate, unless the name of the Trustee is consistent with their duties and responsibilities as a current Trustee.
- The Board logo and the Board contact numbers will not be used in any campaign-related materials.
- Trustees will not use their Board supplied technology for any election-related purposes.
- Trustees will not use Board-managed social media accounts or websites to distribute campaign-related materials, promote events or have links to campaign sites.

- Trustees will not use any social media account created for their campaign purposes for any activity related to their current position of Trustee. Campaign-related social media accounts will include a clear statement that the account is for campaign purposes only and not related to their current position of Trustee.
- Trustees will not use their Board email to distribute or promote election-related campaign materials, messages, campaign sites or social media accounts.
- A copy of this administrative procedure will be distributed to Municipal Clerks, along with the Governance Manual and By-Laws, during the election cycle process.

Activities During an Election Campaign

- Politicians, in performance of their duties, are welcome in schools when their visit is at the invitation of the Principal and for the benefit of the students when the visit is of a non-partisan nature and serves an educational purpose. Requests for visits by politicians should be made in consultation with Communications and the Director's Office, and politicians may not campaign in a school.
- Current Trustees may partake in school visits if related to fulfilling their official business and not for campaign-related business.
- Requests to visit schools by candidates during an election campaign with no official duties and for the purpose of campaigning will be denied.
- Catholic School Councils, Board and/or school committees, including individual members when acting in their official capacity, must not endorse a specific candidate or campaign and must not distribute information on behalf of, or relating to, a specific candidate.
- Students are not to be involved in a candidate's election activity during school hours or on Board property.
- Board staff must not engage in election or campaign-related activities of any kind during work hours or on Board property.
- Campaign signage, pamphlets or other campaign-related materials are not to be posted or distributed on Board property. No campaign materials shall be given to students or distributed to students to take home, and no candidates may take pictures or record audio or video on Board property.
- Board staff must not provide any personal information of students, parents/guardians or other staff members to any candidates or their campaign staff. Board staff must not distribute any election related materials to students or their parents/guardians.

Responsibilities

The Board of Trustees is responsible for:

- Reviewing the Election Activities and Use of Board Resources Administrative Procedure as part of its regular policy and procedures review cycle.
- Being familiar with the requirements of this Administrative Procedure and complying with all noted restrictions.
- Refraining from endorsing other Trustee candidates or political party, while undertaking their duties as a Trustee.

The Director of Education is responsible for:

- Overseeing implementation and compliance with the Election Activities and Use of Board Resources Procedure.

The Superintendent of Business is responsible for:

- Ensuring that any and all campaign-related expenses related to incumbent Board members are not charged or allocated to any Board account.

Superintendents of Schools and System Portfolios are responsible for:

- Ensuring that, during any school trustee election period, they act in a manner the school community members, current Trustees and Trustee candidates consider to be impartial, fair and unbiased.

Principals and Vice-Principals are responsible for:

- Ensuring that, during any school trustee election period, they act in a manner the school community members, current Trustees and Trustee candidates consider to be impartial, fair and unbiased.

Staff are responsible for:

- Ensuring that any election activities or personal involvement in a candidate's campaign does not take place during school hours or on school property.
- Ensuring that no candidate or political party is endorsed while the staff member is undertaking their duties as an employee or agent of the Board.

Students are responsible for:

- Engaging in curriculum related activities that promote the democratic process and participating in programs such as STUDENT VOTE.

- Ensuring that any election activities or personal involvement in a candidate's campaign does not take place during school hours or on school property.

Progress Indicators

- Trustees and candidates are aware of the procedure and understand the restrictions around the use of Board resources during the Election Period of an election year.
- Neutrality is maintained.

Definitions

Board Property: is all sites owned, operated and/or leased by the Board.

Board Resources: includes, but is not limited to, facilities, equipment, supplies, services, staff, funds, branding, email, websites, or other resources owned and operated by the Board.

By-Election: means an election other than a regular election that is conducted in accordance with governing legislation.

Candidate: means any person who has filed and not withdrawn a nomination for Trustee at the Board.

Constituent: means a ratepayer who is defined as a supporter of the Catholic District School Board of Eastern Ontario under the Education Act and Municipal Elections Act.

Election Activity; refers to activities related to campaigning for the position of School Board Trustee, including the seeking of a nomination in an election.

Election Period: is the official campaign period of an election. For a school board and municipal council election, the election period commences on May 1 of an election year and ends on voting day.

Official Business: is defined as the duties and responsibilities as prescribed by the Education Act and further explained in the Board's Policies and Procedures relating to School Board Trustees and the operations of the Board.

Regular Election: means a general election for a school board, municipal council, provincial and federal office.

Social Media: includes any freely accessible third-party hosted interactive web technology used to produce, post and interact through text, images, video and audio to inform, share, promote, collaborate or network. (for example: X, Facebook, Instagram).

Trustee: means a person elected, acclaimed or appointed to the role of Trustee for the Board, pursuant to the provisions of the Municipal Elections Act and the Education Act.

Voting Day: means the day the final vote is to be taken in an election.

References

- The Education Act
- Municipal Conflict of Interest Act
- Municipal Elections Act, 1996,
- Municipal Elections Modernization Act, 2016
- Municipal Freedom of Information and Protection of Privacy Act.
- CDSBEO Strategic Plan
- CDSBEO Use of Electronic Communications and Social Media