



Use of SMCDSB Property and Resources During Trustee Election Campaigns

Rationale

As elected officials, Simcoe Muskoka Catholic District School Board's (SMCDSB) trustees play an important role as stewards of Catholic education for the students and families they represent. SMCDSB supports School Board Elections, which take place every four years as outlined in the *Municipal Elections Modernization Act*.

The SMCDSB protects the integrity of the election process by ensuring that all candidates adhere to established rules, regulations and guidelines. These rules are meant to protect the democratic process and provide all candidates with fair and equitable access to resources and opportunities throughout the campaign period.

Trustees Seeking Re-election

Trustees who are seeking re-election may continue to perform their duties, which may include their continued participation in local events held in schools while they serve their term of office and communicating with constituents as appropriate. Trustees must not participate in activities or events that could be perceived as campaigning.

Rules and Guidelines During the Campaign Period

Use of SMCDSB Intellectual Property

Trustees and Trustee Candidates are prohibited from:

1. Using or distributing the SMCDSB logo, phone number or email address in any campaign related materials.
2. Using SMCDSB branding (colour schemes, graphics and fonts) in any campaign materials - this includes signage, printed material, video and digital communications (websites and social media).



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3. Using pictures, videos or audio recordings that belong to the SMCDSB.
4. Using pictures, testimonials, videos or audio (or any other intellectual property) of SMCDSB students, staff or families without first obtaining their express written consent.
5. Creating website domain addresses, email addresses or social media accounts that use the Simcoe Muskoka Catholic District School Board's name in full or in part (including the SMCDSB acronym).

Use of Other SMCDSB Property and Resources

1. Campaign related material, activities and events must be completely funded by the trustee or trustee candidate. SMCDSB funds must not be used for campaigning purposes.
2. School board-issued resources including computers, email addresses, cell phones, websites or social media accounts must not be used for campaign purposes. This includes using SMCDSB email accounts to distribute campaign materials and utilizing board cell phones for campaigning purposes.
3. Trustees will use their personal ICT resources, including computers, to create and use social media accounts for campaign purposes. These accounts must be separate from any accounts used by the candidate in their position as a trustee.
4. Trustee candidates will not use students, parents/guardians to distribute election-related materials during school hours or on school property. They must also not use the services of board staff to assist or advise in the preparation, distribution or communication of any election-related material. Any student, staff and family involvement in campaign activities must occur in a volunteer capacity outside of school hours and off of SMCDSB property.

Other Activities During the Campaign Period

1. Trustees or trustee candidates must not request to visit schools for the purposes of campaigning.
2. The election process provides an excellent learning opportunity for students, staff and families. To that end, schools are invited to host "all candidates meetings" for local trustee candidates. These events are sometimes arranged by school councils and



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community groups and usually held at night during non-school hours. Organizers must invite all local candidates to attend and should only consider proceeding with an event if a minimum of two candidates have confirmed their attendance.

3. Candidates are not permitted to campaign at school-related events or activities intended for the students and parents/guardians of that school. Current trustees may continue to attend and participate in school-related activities, but they must not campaign or conduct themselves in any way that may be perceived as campaigning.
4. Trustees seeking re-election will continue to attend board and committee meetings. Trustees will not make reference to election campaigns or platforms during these meetings, and will not use these meetings as a campaigning opportunity.
5. Students are encouraged to participate in curriculum-based activities and democratic awareness programs such as Student Vote. Secondary students may choose to earn their community involvement hours by participating in a legitimate election campaign. Any volunteer campaign or election activities must be done outside of school hours and not on school property.
6. Any media request related to trustee elections should be directed to the Communications Department. Media are not permitted to accompany any candidate onto school board property.