

CANADORE COLLEGE
CORPORATE POLICY MANUAL

TITLE: Program Advertising and Marketing

EFFECTIVE DATE: November 19, 2024

1. SCOPE

1.1 Authority

This policy is issued under the authority of the Board of Governors.

1.2 Application

This policy applies to all employees, persons, or entities acting on behalf of The Canadore College of Applied Arts and Technology (“the College” or “Canadore”) directly, in partnership, or through another arrangement.

2. PURPOSE AND PRINCIPLES

The purpose of this policy is:

- 2.1 to meet the requirements of the Minister’s Framework for Programs of Instruction with respect to communications, advertising and marketing as well as to support the College’s commitment to the *Strengthening Accountability and Student Supports Act 2024*;
- 2.2 to ensure all college advertising and marketing activities are transparent and accurate and that they conform to the Canadian Code of Advertising Standards; and
- 2.3 to ensure that all marketing activities relating to Canadore programs and services reflect accurate and comprehensive representation of the program(s) or services.

3. POLICY

3.1 Accuracy and Clarity

(a) Advertising and marketing must not contain inaccurate or deceptive claims, statements, illustrations or representations, either direct or implied, with regard to a program. In assessing the truthfulness and accuracy of a message, the concern is not with the intent of the sender or precise legality of the presentation. Rather, the focus is on the message as received or perceived (i.e. the general impression conveyed by the advertising or marketing).

(b) Advertising and marketing must not omit relevant information in a manner that, in the result, is deceptive.

(c) All pertinent details of a program, including abilities required to complete the program, must be clearly and understandably stated.

(d) Disclaimers and asterisked or footnoted information must not contradict more prominent aspects of the message and should be located and presented in such a manner as to be clearly visible and/or audible.

(e) Both in principle and practice, all advertising and marketing claims and representations must be supportable. Supporting information should be kept on file and be readily available for review.

(f) Program advertising and marketing that occur in offshore markets must be held to the same standards as onshore advertising and marketing and adhere to the same production and approval queues to ensure accuracy and clarity.

3.2 Program Costs

No advertising or marketing shall include deceptive claims regarding program costs. Program costs will be made readily available on the College website and include program-related ancillary fees and related program costs. Costs for textbooks and other learning materials will also be included in each respective course syllabus.

3.3 Guarantees

No advertising or marketing shall offer a guarantee of employment, employment opportunities, or job placement unless such guarantees can be verified.

3.4 Testimonial Advertising

Testimonials, endorsements, or representations of opinion or preference must reflect the genuine, reasonably current opinion of the individual(s), group or organization making such representations, must be based upon adequate information about or experience with the program being advertised, and must not otherwise be deceptive.

3.5 Limitations on Advertising and Marketing of College Programs

3.5.1 Ministry-funded programs that have not received funding approval by the Ministry may not be advertised in advance of that approval, nor may students be accepted into an unapproved program.

3.5.2 If there is a legal requirement for graduates in a program to be certified, registered, licensed, or granted some other form of official recognition by a regulatory authority that is authorized by Ontario law to grant such certification, registration, license or other form of recognition in order for the graduate to work in the occupation in Ontario or use an occupational title, the College shall

not advertise or market the program except with prior approval in writing from the Ministry, or offer the program, except with the consent of the Minister, unless: (a) the program has been accredited or approved by the relevant regulatory authority; or (b) the regulatory authority has formally acknowledged to the College that the program graduates are eligible to write any certifying or registration exam required by the regulatory authority or the program is otherwise recognized by the regulatory authority for the purposes of certifying or registering a graduate.

3.5.3 The College will only advertise or market the accreditation or recognition of a program by a voluntary external body if the program has been formally accredited or recognized by the appropriate body and such accreditation or recognition remains in good standing.

3.6 Accountability

3.6.1 The College will maintain a process to receive and review complaints regarding advertising and marketing of college programs.

3.6.2 The College and persons or entities acting on the College's behalf, directly, in partnership or through another arrangement with the College, will retain a record of all marketing and advertising materials for a period of 2 years.

3.6.3 The College shall respond to any such complaints in a timely fashion and shall provide a summary of such complaints in its Annual Report, including information regarding the number of complaints received, how they were rectified, and the timeframe involved. The Annual Report will also provide an update on compliance with the *Strengthening Accountability and Student Supports Act, 2024* and will include details of the requirements of the Act.

4. **ROLES AND RESPONSIBILITIES**

4.1 Board of Governors

The Board of Governors is responsible for the initial approval of the policy and subsequent amendments.

4.2 President

The President is responsible for the overall management and operation of the College. The President will ensure that the policy is implemented, and that compliance is monitored.

5. **EVALUATION**

This policy will be reviewed every three years.