FUTURE LEADERS
International Private School
Madinat Zayed, Muroor Road - Branch 2

Marketing Policy

Approved By	Board of Trustees
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AIAASC
AMERICAN INTERNATIONAL ACCREDITATION ASSOCIATION OF SCHOOLS AND COLLEGES

WASC
ACCREDITING COMMISSION FOR SCHOOLS

Future Leaders International Private School - Branch 2 has a responsibility to ensure that all of their marketing materials are accurate and in keeping with ADEK's core values and the values, morals, customs, traditions and applicable regulations and policies of the UAE. This policy lays out the basic requirements for school marketing materials.

Purpose

- Ensure that all school marketing materials are clear, accurate, up-to-date, and support the school's long-term development plans.

Obligations and Accountability of School Personnel

Vetting of School Marketing Materials: School owners and the governing board will monitor and take responsibility for all school advertising materials to ensure full compliance with ADEK's core values and policies, and in particular, the ADEK Cultural Consideration Policy.

- Ensure that all marketing materials are developed and distributed in an ethical and legal manner, particularly with regard to the use of copyrighted material.

School Marketing Materials

Obligations: Ensure that their marketing materials are:

- Clear and do not have contradictory messages, i.e., disclaimers and asterisked or footnoted information contradicting the more prominent aspects of the message, and all messages are legible and/or audible.
- Accurate and do not contain any misleading information (e.g., in depictions of school facilities, curriculum, or assessment results).
- Indicate the school's name and registration number.
- Appropriate for the educational context, in alignment with the school's license approved by ADEK, the ADEK Values and Ethics Policy, and the ADEK Cultural Consideration Policy.
- Relevant for educational context, with descriptions of school outcomes (i.e., student outcomes, inspection rating, student/ parent/ staff satisfaction survey results) and school offerings (e.g., infrastructure and facilities, curriculum, extracurricular activities, fees).

Usage: FLIS Branch 2 ensures that their marketing materials are:

- Used for providing information to current or prospective staff, parents, and students.
- Used for raising non-fee income, after obtaining ADEK's prior written approval.
- Not used for supporting third-party stakeholders, where advertisements are launched in exchange for benefits (e.g., textbook publishers, etc.).