

Rosedale Global High School Program

Marketing & Communications: Compliance Guide

About this Document

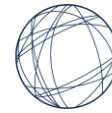
Rosedale Global High School is committed to empowering our partner schools to effectively promote the Rosedale OSSD Global High School program in their respective communities while also upholding the OSSD regulatory requirements that are mandated by the Ontario Ministry of Education. In addition to the *Marketing & Communications Compliance Policies* listed below and in [Appendix A](#), which contains the official regulations that must be followed by all partner schools, this **Marketing Compliance Guide** provides a summary of best practices and resources to ensure that partner schools are using accurate language in their marketing material and promotional events.

Marketing & Communications Compliance Policies

Rosedale Global High School is committed to offering education programs and services that maintain fairness, transparency, and academic integrity. To maintain these high academic standards, all *Rosedale Education Partners* must follow strict advertising policies when publicizing any information related to Rosedale OSSD programs. This includes websites, brochures, presentations, new releases, social media ads, posters, emails, and any other form of promotional or marketing material.

As a Rosedale Education Partner, you are required to comply with the following policies and procedures, as mandated by the Ontario Ministry of Education:

1. Rosedale Global High School is an independent high school that has received credit-granting authority from the Ontario Ministry of Education. As a collaborative partner school in the Rosedale Global High School Program, you are required to indicate that OSSD credits and diploma are granted *through Rosedale Global High School (BSID# 668726)* in all program advertising.
2. You must not state, imply or otherwise indicate that your school or program is *recognized or inspected* as a *credit-granting* school by the Ontario Ministry of Education or by Rosedale Global High School.
3. You must not state or imply that the Ontario Ministry of Education has *approved or accredited* any part of your academic program that is related to Rosedale Global High School or the Ontario Secondary School Diploma (OSSD).
4. When referencing the credentials of Rosedale Global High School, you may use standard Ministry terminology, which states that *Rosedale Global High School (BSID# 668726) has credit-granting authority from the Ontario Ministry of Education*. You may also state that Rosedale Global High School is an independent high school in Toronto, Canada, BSID# 668726, that has authority from the Ontario Ministry of Education to grant OSSD credits and issue the Ontario Secondary School Diploma.
5. Rosedale Education Partners (i.e. “partner schools”) and Rosedale / Rosedale Global High School are separate legal entities that have agreed to deliver Global High School program in collaborative manner. You must not state or imply that your school or



institution is an off-shore campus, off-shore school or extended operation of Rosedale Global High School.

6. The use of common OSSD course codes, titles, descriptions and curriculum documents are protected by Crown copyright and restricted to Ontario schools that are authorized to offer OSSD credits. If your website or other publication material contains a list of OSSD courses, you must indicate that your school offers such courses through Rosedale Global High School.
7. You must not make false, misleading, or unrealistic claims in guaranteeing placement in any college or university.

Rosedale Education Partners are responsible for understanding and complying with all the program marketing regulations listed above. Please work with the Rosedale account team to review your website, program brochures and any other form of promotional materials to ensure compliance. Please contact the Rosedale Principal's Office at principal.office@rosedaleedu.com if you have any questions or require clarification.

Implementation of Marketing & Communications Policies

All partner schools shall assign a *Compliance Officer* from their senior leadership team to take on responsibility for the following tasks:

1. Communicate Rosedale OSSD Global High School program marketing compliance policies and guidelines to school administrators and staff.
2. Ensure that all current and future program marketing materials are in compliance with compliance policies and guidelines.
3. Provide Rosedale with the names and URL addresses for any websites, social media channels, and other online sources that are used to promote the Global High School program.
4. Send any new major marketing material to the Rosedale Account Team for review and approval.
5. Work with the Rosedale Account Team, when required, to conduct screening, resolve program marketing related issues, and ensure continual compliance and long-term success of the GHS program.

The section below provides a summary of best practices and resources to ensure that partner schools are using accurate language in their marketing and communications material, and promotional events.



Marketing & Communications Best Practices

1. How to describe the OSSD credit-granting authority of the program and Introduce Rosedale Global High School as program partner

Compliance Principle

The *OSSD Global High School* program was carefully crafted by Rosedale to allow our trusted partners to work in collaboration with Rosedale to provide students around the world with an opportunity to earn the OSSD. To ensure compliance with the Ontario Ministry of Education, partner schools are required to identify Rosedale Global High School as the OSSD credit-granting authority.

Best Practice in Program Marketing

- ☑ Please make it clear that your school is in partnership with Rosedale Global High School and that Rosedale Global High School is the credit-granting authority. This paragraph (or similar) should be included at the beginning of your program marketing collaterals:

Sample 1: Rosedale Global High School is an independent high school in Toronto, Canada, BSID# 668726, that has authority from the Ontario Ministry of Education to grant OSSD credits and issue the Ontario Secondary School Diploma. Through innovation and a commitment to excellence, Rosedale Global High School empowers global partner schools to collaboratively deliver the OSSD Global High School program. With a shared vision to transform education and deliver life-changing learning outcomes to students around the world, the Rosedale Global High School program has a partner network of 40 schools in 15 countries.

Sample 2: [Your School name] has partnered with Rosedale Global High School to deliver the OSSD Global High School program. Rosedale Global High School is an independent high school in Toronto, Canada, BSID# 668726, that has authority from the Ontario Ministry of Education to grant OSSD credits and issue the Ontario Secondary School Diploma. With a shared vision to deliver life-changing learning opportunities to students around the world, [Your School Name] is proud to offer students a globally respected and recognized education with a proven track record to help them succeed in university and beyond.

What you *also* can say:

- ☑ Students earn OSSD credits and diploma through our program partner- Rosedale Global High School.
- ☑ [Your School Name], in partnership with Rosedale Global High School, offers the OSSD Global High School Program...

What you can **NOT** say:

- ☒ Do NOT claim or imply that your school has authority to grant OSSD credits or diploma.

- Do NOT claim or imply that Ontario Ministry of Education has approved or accredited any part of your school or academic program that is related to Rosedale Global High School or the Ontario Secondary School Diploma (OSSD).
- Do NOT claim or imply that your school operates an OSSD program, offer OSSD curriculum or registers students with OSSD program, without stating the partnership with Rosedale Global High School

2. How to advertise OSSD courses and curriculum documents

Compliance Principle

The use of common OSSD course codes, titles, descriptions, and curriculum documents are protected by Crown copyright and restricted to Ontario schools that are authorized to offer OSSD credits. If your website or other publication material contains a list of OSSD courses, you must indicate that your school offers such courses through Rosedale Global High School.

Best Practice in Program Marketing

- Please use the following as footnote above or below your course list: “OSSD curriculum empowered by Rosedale Global High School (BSID# 668726)”

What you *also* can say:

- [Your School Name] offers the following courses through partnership with Rosedale Global High School (BSID# 668726)

What you can NOT say:

- Do NOT list OSSD course titles, codes or descriptions without referencing Rosedale Global High School as the provider.

3. How to describe your partnership with Rosedale Global High School

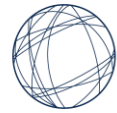
Compliance Principle

Rosedale Global High School is located in Ontario, Canada and does not own or operate schools or campuses in other countries. All Rosedale partner schools are separate legal entities that work collaboratively with Rosedale to deliver the Global High School program.

Best Practice in Program Marketing

- [Your School Name] in partnership with Rosedale Global High School, offers the OSSD Global High School Program.

What you *also* can say:



- ✓ Rosedale Global High School is the collaborative education partner in the OSSD Global High School Program.
- ✓ [Your school name] is a partner school with Rosedale Global High School in the collaborative delivery of the OSSD Global High School Program
- ✓ [Your school name] is a Rosedale Global High School Certified Education Partner.

What you can NOT say:

- ✗ Do NOT claim or imply that your or institution is an off-shore campus, off-shore school or extended operation of Rosedale Global High School.

4. How to advertise students' chances of university acceptance

Compliance Principle

The Global High School program is designed to help students reach their fullest potential through systemic higher order thinking skill development and differentiated education. Students in our program have access to leading universities around the world. However, Rosedale Global High School and the OSSD Program do not guarantee students acceptance to any university or college.

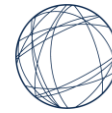
Please be advised that Universities and the Ontario Ministry of Education perform random reviews the promotional material of any school that offers (or collaboratively offers) OSSD program to identify such false claims.

Best Practice in Program Marketing

- ✓ Use the university acceptance criteria for OSSD students, university acceptance data of OSSD Global High School (provided by Rosedale) and the data from your school's graduates to market the success of university acceptance.

What you can NOT say:

- ✗ Do NOT make false, misleading, or unrealistic claims in guaranteeing placement in any university or college.
- ✗ Do NOT imply Rosedale Global High School or Rosedale Global High School Program guarantee students on the placement of any university or college.



Appendix A: Marketing Compliance Policies

Rosedale Global High School is committed to offering education programs and services that maintain fairness, transparency, and academic integrity. To maintain these high academic standards, all *Rosedale Education Partners* must follow strict advertising policies when publicizing any information related to Rosedale OSSD programs. This includes websites, brochures, presentations, new releases, social media ads, posters, emails, and any other form of promotional or marketing material.

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