



مدرسة شيننج ستار أنترناشونال

Shining Star International School, Abu Dhabi

Our Vision

To be a school of innovation & creativity; preparing students for global challenges.

Our Mission

“Our mission is through the combined efforts of our staff, parents, students, and community to develop future leaders with active and creative minds. Our focus is on the holistic development of the individual, social, moral, intellectual, and physical growth, along with a strong sense of heritage and culture.”

Core Values

Care, Ownership, Togetherness, Honesty, Empathy, Gratitude
We ensure that the entire SSIS family follows these values.

Kindly name the policy here!!!!

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1. Purpose & Objective

This policy ensures that all school marketing materials are accurate, ethical, and compliant with ADEK's core values and UAE regulations. It aims to maintain transparency, uphold moral standards, and support the school's long-term development plans.

2. Scope

This policy applies to the whole school marketing materials, including websites, prospectuses, advertisements, social media profiles, and any other promotional content directed at students, parents, and the general public.

3. Definitions

- Non-Fee Income: Revenue generated from sources other than tuition fees, such as donations, grants, crowdfunding, and rental income.
- Owner: An individual or entity with legal ownership of the school.
- School Marketing Material: Any form of communication promoting the school, including print, digital, and audiovisual content.

4. Policy Statement - The school commits to producing marketing materials that:

- Are clear, accurate, and up to date.
- Align with ADEK's core values and UAE cultural considerations.
- Do not mislead or provide contradictory messages.
- Clearly state the school's name and registration number.
- Are used ethically, without unauthorized third-party endorsements.

5. Guiding principles

- Integrity: Marketing materials must reflect the true nature of the school's offerings.
- Compliance: Adherence to ADEK policies and UAE regulations.
- Transparency: Providing clear and accurate information to all stakeholders.
- Accountability: School personnel are responsible for ensuring content accuracy and compliance.

6. Responsibilities

- **School Owners & Governing Board:** Oversee marketing materials and ensure compliance.
- **School Administration:** Develop and approve all promotional content before dissemination.
- **Teachers & Staff:** Support accurate representation of school activities and achievements.

7. Procedures

- The school administration must vet all marketing materials before release.
- Any non-fee income-generating marketing efforts require prior ADEK approval.
- Materials must be reviewed regularly to ensure accuracy and compliance.
- Marketing content must not endorse third-party stakeholders unless explicitly approved by ADEK.

8. Compliance & Enforcement

- This policy is effective from AY 2024/25, with full compliance required by AY 2025/26.
- Non-compliance may result in legal accountability and penalties per ADEK regulations and UAE federal laws.
- ADEK reserves the right to intervene in case of violations.

9. Review & revision.

This policy will be reviewed periodically to ensure alignment with ADEK updates and evolving educational marketing standards.

10. References

- ADEK School Marketing Policy
- ADEK Cultural Consideration Policy
- ADEK Values and Ethics Policy
- Federal Decree Law No. (5) of 2018 Regarding Endowment
- Federal Decree Law No. (18) of 2020 on Private Education
- Federal Decree Law No. (31) of 2021 Promulgating the Crimes and Penalties Law.