



SD 42 POLICY: 10200

COMMUNICATIONS

PHILOSOPHY:

The Board of Education supports an effective communications program as a necessary component of a public school system's operations. The Board is committed to the development, operation and maintenance of an effective communications program reflective of the school district and each of its schools.

AUTHORITY:

The Board assigns the responsibility for the implementation of this policy to the Superintendent of Schools and the Secretary Treasurer and authorizes the Superintendent of Schools and the Secretary Treasurer to establish procedures that will guide the implementation of this policy.

GUIDING PRINCIPLES:

To this end, the Board undertakes:

- To use all available means of communication in informing the public about policies, programs, planning, issues that arise and school district initiatives.
- To encourage, assist and support the news media in inquiring, researching and reporting public information about the school district.
- To invite and encourage public feedback whenever possible.
- To identify and sustain financial and personnel resources adequate to permit the Superintendent's Office and schools to organize and maintain a communications program commensurate with Board policy and expectations.
- To maintain public confidence in the school district and its schools.

COMMUNICATIONS GUIDELINES

1.1 It is the responsibility of each Trustee and school district employee to exercise care when answering questions about the school district, schools, employees, students or any other individuals associated with the school district. Individuals should answer a question only when they have complete understanding about a point or issue and are authorized to provide the information on behalf of the school district. If the Trustee or employee is not well versed, they should refer the question to an appropriate school district official.

1.2 Trustees and employees making statements about the operation of the school district or a school are responsible for the accuracy and correctness of the information disseminated, and for complying with privacy legislation and school district policies and procedures.

1.3 Information to the public and media shall be provided as follows:

- a) The Board Chairperson, or in the absence of the Chairperson, the Board Vice Chairperson will be the representative of the Board to the public and media on Board matters of a political nature.
- b) The Superintendent or designate will represent the Board and the school district generally.
- c) The Superintendent or designate may ask other school district staff to represent the school district in areas consistent with their assigned duties and responsibilities.

1.4 When the Board Chairperson, Superintendent, and school district staff speak for the school district, it will be the individual's responsibility to ensure that all statements made are true and accurate and comply with privacy legislation, school district policies and procedures.

1.5 It will be the responsibility of every Trustee and employee to endeavour by all activities and private statements to maintain public confidence in the school district and its schools.

APPROVED: December 6, 2017

REVIEWED: May 2021