

DIVISION COMMUNICATIONS

Background

The gathering and dissemination of information regarding Division priorities and operation will increase the awareness, trust, understanding and support of education in the Division and broader community.

Procedures

1. The Division will promote an effective two-way communication system internally and externally which encourages:
 - 1.1 Student learning;
 - 1.2 Recognition and reporting of student achievement and success;
 - 1.3 Accurate, timely information about budget, policies, programs, administrative procedures, achievements, decisions and critical issues;
 - 1.4 Understanding of decisions and actions;
 - 1.5 Programs and practices designed to provide an open climate which will elicit ideas, suggestions and reactions from the community and employees alike;
 - 1.6 An effective working relationship with the news media.
2. An organizational environment will be established whereby all Division staff members are aware that they share the responsibility for communication of Division and school policies, procedures, programs and activities to parents, members of the educational staff, agencies and other communities.
3. An annual communication plan will be developed to support effective communications.
4. The annual communications plan shall establish goals and objectives, identify target audiences, include proposed actions, assign responsibility for implementation and provide for evaluation of the effectiveness of the plan.
5. Periodic review of the communication plan may be carried out in conjunction with development of the Division Three-Year Education Plan/Annual Education Results Report.
6. The Communications Coordinator has been appointed to assist in developing a comprehensive Communications Plan that will promote the overall goals and priorities of the Division. This will include strategies to:
 - 6.1 Communicate Division priorities, projects and initiatives effectively;
 - 6.2 Enhance the governance role of trustees; and

- 6.3 Assist school communities to develop communication strategies that can be incorporated into their school Three-Year Education Plans.
7. To assist in connecting school and Division goals and initiatives, principals shall include regular Board Meeting Highlights in their monthly school newsletters.
8. Principals are encouraged to invite and recognize trustees at all school events.

Adopted/Revised: JUN 2016/NOV 2019

Reference: Section 33, 52, 53, 55, 67, 68, 196, 197, 204, 222, 225, 256 Education Act
Freedom of Information and Protection of Privacy Act