



## Procedure 131

### Communications Within The Division

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#### Background

The effectiveness of any organization is dependent upon the communication network within that organization and between it and the community it serves.

#### Procedures

1. The communication network of the division shall ensure the following:
  - 1.1 Provide opportunities for meaningful involvement of students, parents and the community.
  - 1.2 Information is provided to students, parents and the community that will enable them to understand and provide for input into the programs, policies and procedures of the division.
  - 1.3 Access is provided to information about the operation of the division and its school with the exception of information about individual employees or students.
  - 1.4 Effective channels of communication for disseminating information about the division and school policies, programs and procedures are established.
  - 1.5 Recognition of the contribution to the education system in the division of students, parents, staff, trustees and community members.
  - 1.6 Provide opportunities for all staff to play a role in relationships with the community.
2. In order for the communication network to be efficient and effective the following must occur:
  - 2.1 Communication across the division and dealing with divisional matter must be coordinated.
  - 2.2 A primary spokesperson must be designated for the division.
  - 2.3 A primary spokesperson must be designated for each school.



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3. All news releases to the media must be approved by the board chair or the superintendent.
4. Copies of all public service materials released to the media must be submitted to the superintendent.
5. Staff members shall deal with the media only with the approval of the superintendent.
6. The principal, in consultation with the superintendent, shall decide who will be the spokesperson for the school.
7. The principal shall be responsible for internal communication to all staff, students and parents on any issue.
8. The principal, in cooperation with the Local School Board Committee, shall develop a communication plan for the school.
9. In the event that the school is preparing a media release, the article will be submitted to the superintendent for approval prior to it being provided to the media.