



POLICY: BG - Communication

REGULATION:

EXHIBIT:

COMMUNICATION POLICY

The Board believes that an effective communication plan is a necessary component of a school system's organization and operation. Effective communication is critical to inspire confidence in public education and in building support for our schools. A communications plan must flow from a guiding framework and fit into the overall management structure of the school division.

It is the policy of the Seine River School Division Board to provide relevant, accurate, clear and timely information on Board programs, services, events, and activities. Roles and responsibility for communication must be clearly defined. Therefore, the Board supports the means necessary for its organization, maintenance, and operation in order to clearly communicate.

The Board of Trustees recognizes that communication within the division is a multi-faceted process involving all staff, students, parents, and community members. The principles in this policy are to ensure that communication given and received is administered in a manner that promotes the use of a wide range of methodologies and adheres to our values of honesty, empathy and respect.

Guiding principles:

Seine River School Division will foster effective communication and positive relationships by ensuring that communication to external and internal stakeholders:

- the Board's mission, vision and values
- Promotes student learning and success
- Informs stakeholders about programs, policies and new proposals
- Advances and protects the integrity of public education
- Encourages sound relations with the press and other communications media issuing news releases on matters of policy, programs, and fiscal concerns which it believes are important to public knowledge
- Enables parents and taxpayers to access information through a variety of means
- Encourages and facilitates dialogue with all education partners
- Demonstrates responsibility for student outcomes
- Informs the public of the place and times of its regular meetings in order that all interested parties may attend

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Seine River School Division will utilize three main communication strategies:

1. Informing - Advising stakeholders of decisions made
2. Consulting – Actively seeking advice and feedback from stakeholders prior to making a decision
3. Collaborating – Working together with stakeholders to share responsibility for decision making.

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