
COMMUNICATION WITH THE PUBLIC

Background

The District believes that effective communications are a vital component of the entire District's organization and functionality. Whether it is done formally or informally, it is important that the message gets to the people that need to hear it. Therefore, the District will support, and provide the means to improve and maintain effective communications, throughout the District such that:

- There exist planned, systematic, interactive, and mutually supported communications processes within the District, and among it and its internal and external constituencies.
- There is improved understanding among the District's constituencies with respect to the role, goals, accomplishments, needs, and emerging issues in the District.
- A variety of media and communications strategies are employed.
- Students, parents, employee groups, the community at large, and supporting agencies and organizations, are informed of their rights, privileges, obligations, and responsibilities with respect to their relationship with the District.

The Superintendent has the responsibility for ensuring that, within the resources available, communications systems are in place to achieve the objectives set out above.

Procedures

1. Principals are to implement, improve, and maintain their own systems of communications such that:
 - 1.1. Formal and informal systems of communication are in place, effective, and subject to regular review.
 - 1.2. Meetings, seminars, community media, school publications, bulletin boards, email, social media, and personal contacts are utilized as part of the schools' communications systems.
 - 1.3. Channels are clearly established for the acquisition of information and the resolution of differences or misunderstandings.
 - 1.4. Students, parents, employees, and community members are made aware of their rights, privileges, obligations, and responsibilities with the school community, and communications systems within the District.
2. Specific Responsibilities of the Superintendent

To ensure effective District communications, the Superintendent shall:

 - 2.1. Maintain a positive and active working relationship with members of the media.

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- 2.2. Keep open lines of communications with the District Parents' Advisory Council.
 - 2.3. Meet regularly with representatives of District employee groups.
 - 2.4. Present a Powell River School District Annual Report that will be shared publicly.
 - 2.5. Develop a plan to manage communications in a crisis situation.
 - 2.6. Provide prompt responses to inquiries or statements of concern from members of the public.
 - 2.7. Ensure that parents, members of the public, and District employee groups are aware of current educational issues under consideration by the District.
 - 2.8. Ensure that parents, members of the public and District employee groups are aware of District objectives and accomplishments.
 - 2.9. Devise and utilize a variety of methods of assessing community support for Board Policies and Administrative Procedures.
 - 2.10. Provide information to the Board as required or requested.
3. Specific Responsibilities of the Schools
 - 3.1. Individual schools and teachers are encouraged to use email distribution lists, newsletters, signage, and social media to keep the parents, or the public associated with their classes or school, informed.
 - 3.2. The Principal shall endeavour to keep parents aware of current school information or events such as:
 - 3.2.1. School web sites, newsletters, and email distribution lists.
 - 3.2.2. Any changes to curriculum or programs.
 - 3.2.3. School achievements including academics, sports, fine arts, or social.
 - 3.2.4. Open houses, parent-teacher conferences, and parent information events.
 - 3.2.5. Parents' Advisory Council meetings.
 - 3.2.6. Student performances or sports events.
4. Communications During a Crisis
 - 4.1. The Superintendent shall develop Administrative Procedures to manage communications in a crisis situation.

Reference: Section 8, 20, 22, 65, 85 School Act
Freedom of Information and Protection of Privacy Act

Adopted: April 19, 2016
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