

Administrative Procedure 150

PUBLIC INFORMATION PROGRAM/DIVISION COMMUNICATION

Background

The Division is committed to the principle of open, two-way communication with its internal and external publics to ensure effective school-community relations.

Procedures

1. Every employee within the Division has the responsibility for encouraging and maintaining effective communication as called for by the scope of their respective duties and areas of responsibility.
2. Each school and department within the Division is to play a role in building awareness, understanding and support of the Division's goals, objectives and activities amongst the school system's numerous publics.
3. Each Principal, in consultation with school staff, and the respective Superintendent of Education is to design and deliver a public relations communications program which will:
 - 3.1 Provide for the communication of policies, procedures, programs and expectations to parents and the community. (Some examples of this are newsletters, monthly calendars, radio advertisements, parent nights, etc.).
 - 3.2 Emphasize cooperation, consultation and involvement from the School Community Council.
 - 3.3 Include the development of a Parent Handbook.

Reference: Sections 85, 87, 108, 109, 175 Education Act
Policy 5 – Role of the Board Chair