



POLICY 210 COMMUNICATIONS PLAN

The Board of Education of School District No. 27 (Cariboo-Chilcotin) believes that the active support and mutual trust between the community and the district is essential. To develop that support and confidence, it is essential that there is meaningful dialogue and communication with students, parents, employee groups, and the public in general.

The Board believes that it is its responsibility to encourage all interested parties to work together for the enhancement of education for students. The Board and administration will foster an environment of effective communication with its employees, partner groups and the community to enhance awareness and understanding of the issues surrounding public education. The considerations for the Board's communication plan include:

- a) Planned, systematic, interactive, and mutually supported communication processes within the District and external constituencies;
- b) Improved understanding among the District's constituencies with respect to the role, goals, accomplishments, needs, and emerging issues in the District;
- c) Utilization of a variety of media and communications strategies; and,
- d) Students, parents, employee groups, the community at large, and supporting agencies and organizations, are informed of their rights and responsibilities with respect to their relationship with the District.

Guidelines

1. The Chair of the Board, the Superintendent of Schools, and the Secretary Treasurer, or designate, are the official spokespersons for the School District.
2. Information contained in reports to the Board will be provided through media releases as appropriate.
3. The school principal, or designate, is the official spokesperson for the school and is responsible for maintaining effective communication between the school and its community.
4. To ensure open communication, the Board shall invite representatives from partner groups and the community to be represented on appropriate standing and ad hoc committees.
5. The district website and other electronic/digital media will be kept current.
6. The Board welcomes input from partner groups and the community through DPAC, PAC, Committee representation, correspondence to the Board, and attendance at open meetings of the Board.
7. When appropriate, the Board will conduct surveys, hold forums, or use other appropriate means to garner input and feedback.