



ADMINISTRATION 25 – Communications

Date: Nov. 26, 2014

Revised Date:

Responsible Administrator: Superintendent

1.0 RATIONALE

The development of an annual communication plan, facilitates timely and coordinated sharing of information regarding the priorities and operation of the school division. As such, it is an important component in the process of increasing awareness, understanding and support of public education and the division.

2.0 PROCESS

- 2.1 The annual communications plan shall establish goals and objectives, identify target audiences, include proposed actions, assign responsibility for implementation and provide for evaluation of the effectiveness of the plan.
- 2.2 Preparation of the annual communications plan may involve trustees, staff, parents and community representatives.
- 2.3 When Board policy or programs are created or changed, or specific actions taken, the communications implications should be reviewed and, where appropriate, a specific communication plan developed.
- 2.4 The Chair of the Board and Superintendent or their specific designates shall function as the official representatives of the Board, authorized to speak on behalf of the Board on all matters involving the business of the Board.
- 2.5 The principal or designate is the primary spokesperson on all matters specific to his/her school.

References: *Board Policy: B/III/4 - Communications*