

1001.3 Communications

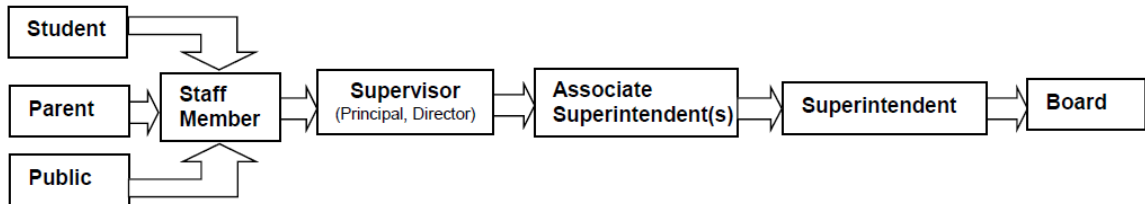
Policy

Lethbridge School Division fosters effective two-way communication and the building of positive relationships within our community by developing and supporting communication networks among stakeholders.

Regulations

1. Lethbridge School Division will:
 - 1.1. inform external and internal stakeholders about proposals, programs, Division activities, initiatives and policies, using interactive communication processes;
 - 1.2. provide a variety of opportunities for stakeholders to exchange information and ideas, and to be involved in collaboration and/or consultation; and
 - 1.3. gather public feedback, acknowledge input, and advise stakeholders of decisions made and the reasoning behind those decisions.
2. The Communications Officer will:
 - 2.1. be responsible for communications planning at the Division level;
 - 2.2. facilitate communications planning throughout the Division;
 - 2.3. develop and implement communication plans and strategies in support of Division priorities;
 - 2.4. support the communication needs of Trustees; and
 - 2.5. oversee all communication activities as determined by the Superintendent.
3. Communication processes within Lethbridge School Division are the responsibility of all employees. Processes shall be open, clear, consistent, responsible and supportive of the Board's mission statement and its priorities.
4. Communication shall include the promotion of school achievements, special events and may be shared through the use of social media, media releases and other correspondence.
5. The Board shall establish and maintain positive relationships with media, and respond to media requests in a timely manner.
6. Principals or designates are to notify the Communications Officer of all media requests received directly at the school.
7. School administrators will advise the appropriate Associate Superintendent at the Education Centre of issues that are serious in nature and may impact the school and/or Division.

8. The Chair of the Board of Trustees is to be the official spokesperson on issues relating to the Board. The Chair may appoint a designate to speak in place of the Chair.
9. The Superintendent is to be the official spokesperson on all matters relating to the Division. The Superintendent may appoint a designate to speak on the matter.
10. In the event of an emergency or critical incident, the “Response to Crisis or Critical Incident” Flowchart applies (Appendix A).
11. Channels of Communication for the public, parents, and students is as follows (see policy 1003.1):



12. Any and all Division communication must adhere to Division policies, procedures, and Codes of Conduct.

The Board delegates to the Superintendent the authority to develop the procedures necessary to implement this policy.

References

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| Division Policies: | 202.1 Trustee Code of Conduct, 400.2 Employee Code of Conduct, 607.4 Responsible Use of Technology, 608.6 Parent and Student Handbook, 805.6 Access to Information, 1003.1 Channels of Communication and Disputes Resolution |
| Other: | Lethbridge School Division Crisis Response Manual, Freedom of Information and Protection of Privacy Act (FOIP), Lethbridge School Division Communications Plan |