



SD42 POLICY: 10200

COMMUNICATIONS

PHILOSOPHY

The Board of Education ("Board") supports effective communications as a necessary component of a public school system's operations. The Board is committed to the development, operation and maintenance of a communications plan that is reflective of the school district and each of its schools.

AUTHORITY

The Board assigns the responsibility for the implementation of this policy to the Superintendent and the Secretary Treasurer and authorizes the Superintendent and the Secretary Treasurer to establish procedures to guide its implementation.

GUIDING PRINCIPLES

To this end, the Board undertakes:

- To use all available means of communication in informing the public about policies, programs, planning, issues that arise and school district initiatives.
- To encourage, assist and support the news media in inquiring, researching, and reporting public information about the school district.
- To invite and encourage public feedback whenever possible.
- To identify and sustain financial and personnel resources adequate to permit the Superintendent and schools to organize and maintain a communications program commensurate with Board policy and expectations.
- To maintain public confidence in the school district and its schools.

COMMUNICATIONS GUIDELINES

1. Information to the public and media shall be handled as follows:
 - a. The Board Chairperson, or Vice Chairperson in their absence, represents the Board on political matters.
 - b. The Superintendent or designate represents the Board and the school district generally.
 - c. The Superintendent or designate may delegate staff to speak on matters relevant to their duties and responsibilities.
2. Trustees and school district employees must exercise care when answering questions about the district, schools, employees, or students. They should only respond if they fully understand the issue and are authorized to speak on behalf of the district; otherwise, they should refer the question to the appropriate official.
3. Trustees and employees making statements about the operation of the school district or a school are responsible for:

- a. ensuring they have been authorized in accordance with this policy,
 - b. ensuring the accuracy and correctness of the information disseminated, and
 - c. complying with privacy legislation and school district policies and procedures.
4. Trustees and employees should maintain public confidence in the school district and its schools through their actions and statements.

APPROVED: December 6, 2017

UPDATED: October 16, 2024