

150 - COMMUNICATIONS

Background

The Division believes that effective communication is the heart of public education and that it must develop and maintain effective communication between itself, the schools, the parents, and the community. It recognizes the importance of keeping all the major stakeholders fully informed on Division decisions, policies, and programs, and believes it must maintain open interactive communication by offering individuals and groups opportunities for input into decision and policy making.

Maintaining the high quality education provided in Wild Rose School Division requires healthy partnerships between home, school and community; partnerships that are founded on trust, credibility, shared vision and responsibility for input and constructive feedback.

Procedures

1. The Division will promote an effective two-way communication system between itself and its various publics which encourages:
 - 1.1 Student learning;
 - 1.2 Recognition and reporting of student achievement and success;
 - 1.3 Accurate, timely information about budget, policies, programs, procedures, achievements, decisions, and critical issues;
 - 1.4 Understanding of decisions and actions;
 - 1.5 Building of credibility and trust, and elimination of rumours and misinformation;
 - 1.6 Promotion of public interest and participation in the school system;
 - 1.7 Programs and practices designed to provide an open climate which will elicit ideas, suggestions, and reactions from the community and employees alike;
 - 1.8 An effective working relationship with the news media; and
 - 1.9 Sensitivity to public attitudes towards school system activities.
2. An organizational environment will be established whereby all district staff members are aware that they share the responsibility for communication of Division and school policies, programs and activities to parents, members of the educational staff, agencies, and other communities. Effective communication will enable the Division to harness the ideas, energy and talent of people in our community in creating powerful learning environments and to continue to improve the quality of education offered students throughout the Division.

3. The communication 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.
4. Periodic review of the communication plan may be carried out in conjunction with development of the WRSD Three-Year Education Plan and the Annual Education Results Report.

Reference: Section 60, School Act
Policy 2 – Role of the Board
Policy 5 – Role of the Board Chair