



COMMUNICATION WITH THE PUBLIC

POLICY #: A-01, C002

AUTHORITY: 99-058 / 04-72/13-31

POLICY STATEMENT

The Northeastern Catholic District School Board recognizes the importance of effective communications. The Board recognizes its responsibility for proactive, two-way communications with its stakeholders, in the belief that an informed community will value and defend Catholic education.

The Board wishes to ensure the operation of certain portfolios through the establishment of Standing and Ad Hoc Committees and the Board wishes to inform the community of the decisions made in relation to the portfolios under its jurisdiction. Communication must consistently reinforce the Board's dedication to student success and achievement in a faith-based learning environment and it must clearly demonstrate the distinctiveness of Catholic education and strengthen partnerships with the Catholic Church and the Community.

Therefore, it is the policy of the Northeastern Catholic District School Board to foster, promote and encourage open communication with its stakeholders and to promote the value of a Catholic education.

POLICY REGULATIONS

1. The Board will communicate specific information concerning the decisions it has made.
2. The sharing of corporate Board information with the public is the sole responsibility of the Chair of the Board and/or the Director of Education or designate.
3. In matters of policy, spokespersons for the Board are the Chair of the Board, the Director of Education, or their designates.
4. Board Trustees and Administrators are encouraged to discuss **approved** school programs and projects.
5. Principals are encouraged to speak out on issues affecting their schools and to contact the media concerning positive and newsworthy events at their schools.
6. Principals and Board Members are encouraged to contact the Superintendent and the Community Relations Officer regarding issues involving the media.

7. At the school level, the Principal is the primary spokesperson for the school when dealing with the media. Principals should ensure that all staff are aware of the procedure for interacting with the media, specifically to direct them to the office to be dealt with by the Principal or a designate.