

SCHOOL DISTRICT NO.10 (ARROW LAKES)

Policy 210 – Communications & Public Relations

General

- 1.1 The Board aims to ensure clear, consistent, and effective communication between the Board of Education, the district, and all stakeholders, including students, parents, staff, and the community. This policy is designed to foster trust, transparency, and engagement with the public to enhance the district's reputation and support student success.

Guiding Principles

- 1.2 The Board of Education is committed to transparent communication and open stakeholder dialogue.
- 1.3 Engagement with all community members, including underrepresented groups, will be prioritized to ensure that diverse voices are heard.
- 1.4 The district values partnerships with students, parents, staff, local governments, and other community organizations.
- 1.5 The district will highlight and celebrate student and staff achievements to strengthen public confidence in public education.

Communication Goals

- 1.6 Provide timely and accurate information regarding district operations, policies, important events, and achievements.
- 1.7 The district will implement an emergency communication plan to ensure quick, accurate, and consistent messaging during emergencies or crises, prioritizing the safety and well-being of students and staff.

Communication Methods

- 1.8 Utilize appropriate and effective channels to achieve communication goals, including the district website, social media platforms, email newsletters, PAC meetings and consultation meetings.

1.9 Official Board of Education information will be available on the district website.

Authorization

1.10 The Superintendent is responsible and authorized to establish protocols to ensure that:

1.10.1 The district's communications strategy aligns with this policy, the district's educational goals and priorities and supports transparent and effective dialogue with the public.

1.10.2 Implement feedback systems to evaluate the effectiveness of communication efforts.