

COMMUNICATIONS

The Division believes that the gathering and dissemination of information regarding its priorities and operation will increase the awareness, trust, understanding and support of education in the Division.

Procedures

1. The Division will promote an effective two-way communication system between itself and its various publics, which encourages:
 - a. student learning;
 - b. recognition and reporting of student achievement and success;
 - c. accurate, timely information about budget, policies, programs, procedures, achievements, decisions, and critical issues;
 - d. understanding of decisions and actions;
 - e. elimination of rumours and misinformation;
 - f. programs and practices designed to provide an open climate which will elicit ideas, suggestions, and reactions from the community and employees alike;
 - g. an effective working relationship with the news media.
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.
3. An annual communication plan will be develop to support effective communications.
4. The annual communications 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.
5. Periodic review of the communication plan may be carried out in conjunction with development of the LRSD Three-Year Education Plan and the Annual Education Results Report.

References

Education Act Sections 67, 103, 140
Policy 2
December 2003
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Updates: July 2011