COMMUNICATION BETWEEN DISTRICT, SCHOOLS, COMMUNITY, AND COMMUNITY GROUPS

BACKGROUND

In accordance with Administrative Procedure 150's goals to promote involvement between the district, schools, and community through effective and open communication, AP150 Appendix B outlines procedures that govern such interactions outside of Board of Education and Standing Committee meetings.

COMMUNICATION PROCEDURES

1. **District to Community and Community group Communication Procedures**

1.1. The district shall endeavour to keep its community and the public up to date on relevant district and school news, events, and communications through its digital channels and/or by other methods if, when, and where appropriate.

1.2. The district shall provide guidance on and have the sole right to approve all initiatives that seek to engage the community and/or the public in consultative activities as outlined and defined by International Association for Public Participation (IAP2) principles and its spectrum of public participation.

- The district, through its communications office, shall review all requests for public engagement.
- The superintendent – or designate – shall approve or deny requests for public engagement on the advice of the communications office.
- If approved, the communications office – or designate – shall advise and support petitioners on all IAP2-based activities, events, and initiatives that seek to engage with the community and/or the public.

1.3. The district shall be the sole source of commentary, information, messaging, etc. for media requests that relate to its work, the board, its schools, etc. on matters that impact the community and/or the public. For more information, see Administrative Procedure 151 – Media Relations (AP151).

1.4. The district shall be responsible for approving requests from community groups, non-for-profit organizations, and other non-commercial entities ("petitioners") seeking permission to include promotional/informational materials for programs, services, notifications, etc. in school-based communication platforms (e.g. newsletters). For more information, see Administrative Procedure 153 – Advertising, Canvassing and Commercial Solicitation (AP153).

- The district shall review requests received by way of the communications office and where permission is granted – contingent on the requirements outlined in AP 153 procedures being met – alert schools through internal channels that they may include petitioner materials in any way they see fit, if/when practicable.

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- The district may, at the superintendent's or delegate's discretion, transfer its approval authority to schools to treat with community groups, non-profit organizations, and other non-commercial entities about information/promotional requests.

2. **School to Community and Community Group Communication Procedures**

2.1. Schools shall endeavour to keep its students and community families up to date on relevant school-level developments, events, and communications through its digital channels and/or by other methods if, when, and where appropriate.

2.2. Schools may operate accounts on social media platforms as tools with which to communicate with their community families with prior approval from the district and in compliance with procedures outlined in Administrative Procedure 140-C – Social Media (AP140-C) governing professional social media use.

- Schools shall inform the district's communications office of the existence and operation of active, school-based professional social media accounts.
- Schools shall immediately alert the district's communications office of any changes to the status of school or staff member professional social media accounts, including instances of, but not limited to:
    i. Account closures for reasons including, but not limited to, termination of service, the account user and/or administrator's departure from the school/district, etc.
    ii. Accounts compromised by non-authorized users.
    iii. Accounts flagged for posting material(s) that violate a social media platform's term of service, AP140-C, and/or otherwise engage in activity not in compliance with Canadian federal, provincial, and local legislation.

2.3. Schools shall take direction from the district on community communications of an extraordinary nature (e.g. emergencies, threats to public health and safety, etc.) and only send messaging approved by the superintendent or designate through its channels. For more information, see Administrative Procedure 150-A – Communication Between the District and Schools (AP150-A).

2.4. Schools shall seek approval from the district on all requests received from community groups, non-for-profit organizations, and other non-commercial entities ("petitioners") for permission to include information, promotions, etc. in school-based communications platforms (e.g. newsletters).

- Schools may, with the superintendent's or delegate's approval, pre-authorize requests at their discretion from petitioners that have existing or prior relationships/partnerships with the school and/or district.

References:

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