

## **DIVISION COMMUNICATION**

### **Background:**

The Division is committed to the principle of open, two-way communication with its internal and external publics. In accordance with this commitment, the Director of Communication Services will establish and maintain an ongoing communications program which has the following goals:

- Support the priorities and goals of the Division's [Four-Year Education Plan](#) through its communications plans throughout the school year.
- Provide opportunities for meaningful engagement of students, parents and the community in decisions that affect them.
- Provide timely access to clear, concise information about the operation of schools and the Division, except for information about individual employees or students.
- Promote community interest and participation in the Division.
- Remain aware of public attitudes toward Division and school activities.

### **Procedures:**

1. Every employee within the Division has the responsibility for encouraging and maintaining effective communication as called for by the scope of their respective duties and areas of responsibility.
2. Communication Services works collaboratively with departments and schools to ensure messaging related to Division activities, programs and events is consistent and aligns with established priorities and goals.
3. The Division will incorporate strategies within its public engagement plans that ensure all education stakeholders can provide meaningful input and feedback on education programs and initiatives of the Division.
4. The Division will maintain a strong corporate brand in its style, presentation and direction. The Director of Communication Services will ensure the brand and identity of the Division and its schools is consistent and professional, and brand usage is aligned with the Division [Brand Identity Guide](#) (Appendix 518-A).
5. Each school and department within the Division plays a role in building awareness, understanding and support of the Division's goals, objectives and activities among the Division's numerous publics.
6. Schools are responsible for ongoing and effective two-way communication with their school families.
7. The annual assurance review process will assess the effectiveness of the Division's communication to provide directions for continuing improvements.

### **Reference:**

Section 52, 53, 68, 196, 197, 204, 222, 225, 256 *Education Act*  
*Freedom of Information and Protection of Privacy Act*