

The conduct of all employees should be carried out in a professional manner stressing the importance of good public relations, as all employees are Ambassadors of the Division.

### **Public Communications**

Effective communication with the public is the primary means available to ensure that the school system represents the wishes and values of people living within the jurisdiction of the Division. The school community shall be asked to establish a School Council, whose focus will be to encourage parental and community input thereby enhancing communications among the stakeholder groups and furthering the best interest of students in each school. The Board promotes productive relations between school personnel and the public and believes that society is well served by making school facilities available for their use. The Board supports student participation in the community as activities of this nature assist individual development and supplements that which is taught in our schools.

The Board is aware that the schools belong to the people who created them by taxation and consent. The Board also believes that the schools will only be as strong or as successful as the intelligent, informed support of the community permits them. Such support depends upon the understanding of, and participation in, the efforts, goals, problems, and success of the school jurisdiction. Effective communication with the public is one means available to ensure that the school system represents the wishes and the values of the people living within its jurisdictional area.

### **Releases to News Media - Internal School Matters**

School Administrators or designates are encouraged to communicate directly with the media on internal school matters.

### **Releases to News Media - Board Matters**

The Board Chairman or designate are the only people authorized to provide official news releases.

### **Duplicated or Printed Materials**

Administration will maintain procedures regarding requests for duplicated and printed School system materials.

At any reasonable time, an elector of the Division may, with respect to the Board of the Division, inspect any one or more of the following items:

- the agenda of any public or Board meeting;
- the minutes of any public or Board meeting;
- a budget adopted by the Board;
- a motion of the Board;
- an agreement entered into by the Board;
- an account of the Board;
- a financial statement prepared pursuant to a requirement of this Act.

The Secretary Treasurer of the Board shall provide or, on request, send the copy of the item to the elector on receiving payment for it at the rate prescribed by the Board.

Documents to which there is no public access are those that apply to student records or to contracts with, or records of, individual employees.

### **Relations Between School Personnel and the Public**

The Board encourages positive relations between school personnel and the public. The Board believes that a spirit of goodwill and a sense of partnership between school personnel and the community assists, both directly and indirectly, our students and staff in attaining personal and educational goals. And it will also engender pride in our communities and our schools.

### **Citizen's Complaints about School Personnel**

The Board believes that complaints and grievances should be handled and resolved as close to their origin as possible, and that the professional staff shall be given every opportunity to consider the issues and render decisions prior to involvement by the Board.

1. Citizens with complaints involving school personnel, are requested to lodge them in the following sequence until the issue is resolved:
  - 1.1 With the staff member involved.
  - 1.2 With the staff member's immediate supervisor (i.e. School Administrator).
  - 1.3 With the Superintendent or, in their absence, the Associate Superintendent – Employee Services/Facilities and Transportation.
  - 1.4 With the Board which constitutes the final appeal and whose decision is final.
2. All staff members shall be aware of this sequence and are asked to assist/advise individuals in the proper procedure.
3. If a citizen's complaint involves alleged criminal activity, it will be addressed directly to the Superintendent of Schools or to the R.C.M.P.

### **Reference**

[AP 20-03 External Communication Protocol](#)