

**Communication Policy**

**Resolution n°**

**060222-CA-0140**

**Revision: On an as need basis**

**TABLE OF CONTENTS**

1.0	Introduction.....	3
2.0	Objectives.....	3
3.0	Principles.....	3
4.0	Target Clienteles.....	3
5.0	Scope of Application.....	4
6.0	Roles and Responsibilities:	
6.1	Chairperson of the Council of Commissioners.....	4
6.2	Chairperson of th4e Executive Committee.....	4
6.3	Directorate.....	4
6.4	Principals and Centre Directors.....	4
6.5	Chairperson of Governing Boards.....	4
6.6	Corporate Affairs and Information & Communication Services.....	5
6.7	Designated Spokesperson.....	5
7.0	Crisis Communication:	
7.1	Crisis Management Team.....	5
7.2	Crisis Communication Plan.....	5
8.0	Communication Plan.....	5
9.0	Implementation.....	5
10.0	Revision.....	5

Annex: Section 2.02 and 2.04 of the Emergency preparedness Policy & Procedures



**1.0 Introduction**

The purpose of this Communication Policy is to identify and define the directions of the School

## **2.0 Objectives**

- 2.1 Adapt communication practices to the needs of the School Board and its target clientele.
- 2.2 Ensure regular and objective communication on the decisions and activities of the School Board.
- 2.3 Ensure that information transmitted to the target clientele is coherent and appropriate.
- 2.4 Establish and define the spec

## **6.2 Chairperson of the Executive Committee**

The Chairperson of the Executive Committee or in his/her absence the Vice-Chairperson and with his/her knowledge is responsible for any communication arising from decisions made by the Executive Committee. Furthermore the Executive Committee will oversee and coordinate the mandate of the Communications and Public Relations Committee of the Board. Membership on the Communications and Public Relations Committee will be in conformity with the annual committee selection procedures established by the board.

## **6.3 Directorate**

The Directorate establishes monitors and manages formal communications with principals and administrators, as well as with the personnel of the School Board and organizations representing employees. The Director General, or in his/her absence and with his/her knowledge, the Deputy Director General, is the official spokesperson of the School Board for disseminating any administrative information.

## **6.4 Principals and Centre Directors**

Principals and Centre Directors will support the Directorate in all communication related to the operation of services and activities in schools and Centres. Principals must ensure the dissemination of information pertaining to the school or centre under their authority.

## **6.5 Chairperson of Governing Boards**

The Chairperson of a Governing Board is responsible for communicating the decisions of the Governing Board to the school population. (Section 65 of the Education Act)

## **6.6 Corporate Affairs and Information and Communication Services**

Corporate Affairs and the Information and Communication Services of the school board is responsible for the application, support, implemen

## **8.0 Communication Plan**

The annual Communication Plan developed by the Information and Communication Services will implement this Communication Policy.

## **9.0 Implementation**

This policy will come into effect following ratification by the Council of Commissioners.

## **10.0 Revision**

This policy will be reviewed every four years or at the request of the Council of Commissioners.



**ANNEX B:** (Section 2.4 of the Emergency Preparedness Policy and Procedures)

**2.4 COMMUNICATIONS**

- When an emergency occurs, the responsible authority must react in a positive and effective manner to gain a measure of control over the situation. The ability to control is directly related to the ability to communicate. For this reason, all avenues of communication must be identified and be ready for use under emergency conditions.
  
- An Emergency Alert System will be activated by the Director General under the following conditions:
  - when an emergency occurs at a Sir Wilfrid Laurier school or office,
  
  - when a community emergency, declared or undeclared, occurs that could threaten the health and security of

#### **2.4.2 Board**

- The emergency message received by the receptionist is to be transcribed