186 – BOARD/PUBLIC RELATIONS

Introduction

The Board of Education believes in strong parent and community involvement and welcomes input.

The Board is committed to keeping the public informed and values good working relationships with the media.

Policy

The Chair of the Board or designate will act as the official spokesperson for the corporate Board.

To maintain optimal levels of student achievement and to build and maintain public support, the Board shall endeavour to:

- promote a positive and challenging public school climate in which student achievement and staff productivity are fostered;
- encourage maximum involvement of parents, at home and in school, in their children's educational development;
- build public knowledge of the purposes, successes and needs of the public school system, leading to public understanding and support;
- involve citizens in cooperative learning practices, partnerships and other means to make full use of human and other learning resources in the community;
- recognize at a public meeting students, parents, staff and community members whose actions have directly affected the operation of the school district in a positive manner.

When expressing personal opinions to the media, a Trustee must clarify to the news reporter that their remarks, when released, should appear clearly as expressions of personal opinion. If the Board of Education has a position on any particular issue, the Trustee shall provide that position to the media representative.

Date Agreed: May 28, 2003
Date Amended: January 14, 2004, June 5, 2005; September 29, 2021
Date Reviewed: November 12, 2014
Related Documents: