

CONNECT CHARTER SCHOOL SOCIETY

Policy Title: **Communications**

Policy No. **7.01**

RATIONALE:

Ongoing communication regarding our priorities, school operations and students' learning will increase awareness, trust, understanding and support among school staff, parents and students.

The Board, Administration, and Staff share responsibility for reaching out to the broader community to share information and outcomes. This external collaboration will support improvements and innovation in education within and beyond the school.

POLICY: Connect Charter School Board and staff members are strongly committed to establishing and maintaining open, direct, informal and formal communication processes with the school community and with external stakeholders. Connect strives to build a stronger community profile and to promote our success and collaboration as a charter school.

PRINCIPLES:

1. Connect Charter School will foster a school environment where communication among parents and members of the educational staff, agencies, and other communities about school policies, programs and activities, is a shared responsibility.
2. Effective communication empowers the school to maintain a degree of control over its reputation, the reputation of the Board and the reputation of Alberta charter schools.
3. Effective communication requires open, two-way communication through a variety of channels, including print, electronic media (including social media) and word of mouth.
4. Ongoing communications with parents/guardians about how their children are doing encourages parents/guardians to be partners with the school in the education of their children.

5. Ongoing communications support the school's mandate to share its successes and collaborate with educational stakeholders.

First Reading May 13, 2004

Adopted June 10, 2004

Amended March 17, 2015

PROCEDURES

1. A standing committee of the board will be formed each year (Communications Committee). The Communications Committee will review communications priorities and opportunities, and then develop and implement an annual **Communications Plan** for Connect Charter School.

The plan will establish goals and objectives, create a clear and consistent message for the school, identify target audiences, identify communications challenges along with proposed actions to overcome those challenges, establish protocols that can be implemented regardless of changes in staff and provide for evaluation of outcomes.

It will include strategies related to:

- a. Communicating Board priorities, actions and outcomes;
 - b. Enhancing the profile of the Connect Charter School;
 - c. Providing opportunities for community engagement;
 - d. Demonstrating and conveying the value and importance of public charter schools; and
 - e. Building an effective working relationship with identified stakeholders.
2. The Communications Committee will present the annual **Communications Plan** to the Board for review and approval.
 3. The Communications Committee will oversee implementation of the annual **Communications Plan**, and deal with communications issues and opportunities that arise throughout the year.