

Administrative Procedures 150
Organizational Communication



External References:

- Education Act: Sections 85, 87, 109, 175

Adopted: June 28, 2011
Amended: August 18, 2015

Internal References:

- BP 5 Role of the Board Chair
- BP 7 Board Operations
- AP 150 Communications - Appendix A - School Websites
- Form 180-3 Employee Volunteer Permission for Publishing Photographs

Background

It is the responsibility of the Division to provide means of communication that not only lead to an informed public, but an engaged public. Equally important is to ensure that the information that the public receives from the Division is consistent. All staff share the responsibility for communicating policies, procedures, codes of conduct, programs and activities to parents, community members and other agencies.

Procedures

1. Communications Plan

- 1.1 A communications plan will be developed, and reviewed annually by the Board, Director and Communications Officer. The plan will promote effective two-way communications processes between the Division and its various publics in a way that encourages:
 - 1.1.1 Student leadership;
 - 1.1.2 Recognition and reporting of student achievement and success;
 - 1.1.3 Accurate, timely information about budget, policies, programs, procedures, achievements, decisions and critical issues;
 - 1.1.4 Understanding of decisions and actions;
 - 1.1.5 Elimination of rumours and misinformation;
 - 1.1.6 Practices designed to provide an open climate that will welcome ideas, suggestions and reactions from the community and employees;
 - 1.1.7 An effective working relationship with the news media.
- 1.2 The components of the communications plan will include:
 - 1.2.1 Goals and objectives;
 - 1.2.2 Target audiences/media;
 - 1.2.3 Proposed actions;
 - 1.2.4 Implementation schedules that also assign responsibilities; and
 - 1.2.5 Provide for the evaluation of the effectiveness of the plan.
- 1.3 The Director will assign responsibility for specific communications functions to staff members as required.

2. Board Communications

- 2.1 Board - Staff
 - 2.1.1 All communications regarding the operations of the Division are to come to the Board through the Director.
 - 2.1.2 Recommendations regarding any aspect of the school system originating in the school-based administrators' organizations, in semi-autonomous bodies, or at the supervisory level are to be dealt with by the Director and passed to the Board with the Director's recommendation attached.
- 2.2 Board - Public
 - 2.2.1 Members of the public may communicate officially with the Board by appearing before the Board as a delegation according to Board Policy 7 – Board Operations.
 - 2.2.2 Members of the public may also correspond in writing. Correspondence received is to be included on the agenda of the next regular meeting of the Board. A written response is to be provided following the Board meeting.
 - 2.2.3 Normally the Director or Superintendent of Business responds on behalf of the Board, but the Board Chair may, at his/her discretion, address directly under his/her signature matters arising out of the correspondence.
- 2.3 The Division supports the concept of school-based decision making. Most matters can be dealt with in the quickest and most efficient manner at the school level. Electors, parents, and members of the public are to be directed to contact the teacher and/or Principal at the local school level.
 - 2.3.1 In cases where satisfactory resolution is not achieved at the school level, the appropriate channel is to contact the appropriate superintendent.
 - 2.3.2 If resolution is not achieved at these levels, the next step is to contact the Director.
 - 2.3.3 If satisfactory resolution is not achieved at this level, the next step is to communicate in writing with the Board.
- 2.4 General Division issues are to be resolved by contacting the appropriate superintendent.
 - 2.4.1 If resolution is not achieved at these levels, the next step is to contact the Director.
 - 2.4.2 If satisfactory resolution is not achieved at this level, the next step is to communicate in writing with the Board.
- 2.5 Board - Media
 - 2.5.1 The Board Chair is to represent the Board to outside parties by stating positions consistent with Board policy, resolution and procedures.
 - 2.5.2 The Director is authorized to speak for the Board on behalf of the Board Chair and Board.
 - 2.5.3 All media contacts are to be directed to the Board Chair, Director or Communications Officer.


3. Public Consultation

- 3.1 The Division in fulfilling its mandate is committed to various forms of public consultation. Formal structures which the Division employs in communicating and consulting with its publics are:
 - 3.1.1 School Community Councils.

- 3.1.2 Board Meetings.
- 3.1.3 Annual Meeting of Electors.
- 3.1.4 Special Meetings of Electors.
- 3.2 In addition to the formal structures, the Division will engage in public consultation as needed using various forms such as:
 - 3.2.1 Public Information Meetings.
 - 3.2.2 Public Forums.
 - 3.2.3 Focus Groups.
 - 3.2.4 Brainstorming Teams.
 - 3.2.5 Round Table Discussions.

Administrative Procedures 150 - Appendix A

School Websites

		Adopted: June 28, 2011
		Amended: August 18, 2015
	External References: <ul style="list-style-type: none">• Education Act: Sections 85, 87, 109, 175	Internal References: <ul style="list-style-type: none">• AP 140 Acceptable Use of Technology• 180-1 Parent Permission for Publishing Photographs, Work, Name and Phone Number, Internet Use and Community Trips• Reference Form 180-3 Employee Volunteer Permission for Publishing Photographs

Background

The Division encourages all schools to create and maintain websites to communicate with students, parents and the general public in order to promote their school and provide educational resources. Websites may also be created by staff and students as part of the curriculum and to promote and educate others concerning school clubs and activities.

All websites created for and/or hosted on Division computer systems are to follow the requirements of Administrative Procedures 140 Acceptable Use of Technology.

Procedures

1. Administration of School Websites

- 1.1 Each school that develops a school website should designate a webmaster who will take on the responsibility for the creation, updating, uploading and other aspects of management of the school website, including pages produced by students for their coursework, clubs or other activities. The webmaster may, in turn, designate others to assist in this work.
- 1.2 The school webmaster, in conjunction with the Principal and the IT Manager, will be responsible for following website guidelines.
- 1.3 Technical maintenance of the Division website servers and operating systems is the responsibility of the Technology Department.

2. General Information

- 2.1 Administrative Procedures 140 Acceptable Use of Technology applies to any and all documents accessible through the website, including school newsletters.
- 2.2 Links to staff, volunteer or student personal home pages are not to be included unless these pages have a demonstrated curricular purpose.
- 2.3 Any social media source that allows input from the public may only be included on any school-associated website in a special circumstance at the discretion of the Principal.
- 2.4 The use of any school website for private business, commercial activities or advertising is unacceptable. Special allowances may be made in some cases for school fund-raising activities.
- 2.5 Web pages may not contain or link to web-based games or streaming media unless there is a demonstrated curricular purpose.

2.6 All web pages created by students are to be approved by the supervising teacher and Principal prior to uploading to the web server.

3. Posting Personal Information

3.1 The following procedures will apply when identifying students by name:

3.1.1 Students may be identified by their first names.

3.2 The following student information is always prohibited:

3.2.1 Phone number, street or mailing address.

3.2.2 Student email address.

3.2.3 Confidential information such as student marks, Saskatchewan Education identification number, Saskatchewan Health or Social Insurance Numbers.

3.2.4 Family information, such as full names of other family members, addresses or phone numbers.

3.3 Personal information about staff and volunteers, including personal and/or Division email addresses, mailing addresses, phone numbers, may only be posted if approved by the Principal and the staff member or volunteer.

3.4 All information posted and/or linked to from web pages is to be checked carefully for personal information prior to posting. This includes school newsletters that may be downloaded from the school website.

4. Internet Publishing of Student Work or Photograph

4.1 The publication of any student work, including writings, artwork or other produced works, on the Internet requires completion of Form 180-1 Parent Permission for Publishing Photographs, Work, Name and Phone Number, Internet Use and Community Trips.

4.2 Publishing of photographs of individual or small groups of students, in which students are clearly recognizable, requires completion of Form 180-1 Parent Permission for Publishing Photographs, Work, Name and Phone Number, Internet Use and Community Trips.

4.3 The posting of any video or audio student work requires completion of Form 180-1 Parent Permission for Publishing Photographs, Work, Name and Phone Number, Internet Use and Community Trips for all students appearing in the project.

4.4 Parents or guardians may request the removal of any work, photograph, video or audio recording of their child from a school or Division website at any time by contacting the Principal.

4.5 Staff photos may not be posted unless approved by the staff member (Refer to Form 180-3 Employee Volunteer Permission for Publishing Photographs).