

Board Operation 1-11

Communications Policy

The Board of Education is committed to balancing its fiduciary role with enhancing community involvement in the school district. As such, the board is committed to the principle of public involvement in education and endorses open, two-way communication with its internal and external partners.

The Board of Education recognizes the importance of effectively communicating and engaging with our community for the purpose of sharing information, receiving feedback and discussing important issues facing the school district.

As part of the process, the district will provide information about practices, programs, policies and provide opportunities to contribute opinions and perspectives on decisions pending or made by the board regarding the operation of the schools and school district.

The Framework for Communications and Community Engagement (available on the district webpage) establishes the outline of the model and accompanying procedures for operationalizing communications and community engagement in School District No. 71 (Comox Valley).

Guiding Principles of the Framework

The Board of Education hopes to:

1. Improve public education through effective communication and engagement.
2. Improve internal and external communications between the district, its schools, staff, parents, students and community partners.
3. Identify and increase opportunities for engaging the community in a manner that is meaningful, timely and appropriate.
4. Identify and increase opportunities to share district information and to gain community insights about our district.

5. Determine how best to engage with the various audiences.
6. Identify and increase opportunities for developing relationships with the media and using this medium effectively.
7. Use social media to deliver key aspects of the district's message and to receive information from the community.