



Northeastern Catholic District School Board

COMMUNICATION WITH THE PUBLIC

Policy Number: C-2

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POLICY STATEMENT

The Northeastern Catholic District School Board (NCDSB) is committed to proactive, timely, and open communication with all its stakeholders to strengthen relationships, promote programs and activities of the Board and to celebrate the values of Catholic Education.

REFERENCES

NCDSB Multi-Year Strategic Plan
NCDSB Trustee Procedural By-Laws
NCDSB Policy E-20 *Response to Tragic Events*
NCDSB Policy E-23 *Emergency Preparedness*
NCDSB Policy T-10 *Public Participation*
Municipal Freedom of Information and Protection of Privacy Act

DEFINITIONS

Nil.

POLICY REGULATIONS

1.0 GUIDING PRINCIPLES

- 1.1 All NCDSB communication shall support and promote student learning and student success.
- 1.2 All NCDSB communication shall be open, honest, accurate, understandable, and timely.
- 1.3 All NCDSB communication shall demonstrate accountability to stakeholders for the resources used, the decisions made, and the outcomes achieved.
- 1.4 The NCDSB will provide opportunities for two-way communication and engagement with stakeholders.

2.0 RESPONSIBILITIES

- 2.1 The Chair of the Board, or designate, will serve as the spokesperson in matters of policy, budget and governance.

- 2.2 The Director of Education, or designate, will serve as the spokesperson in all matters relating to the operational matters of the NCDSB.
- 2.3 The Principal will serve as the spokesperson for matters relating directly to a school.
- 2.4 The Community Relations Officer and/or the Director of Education will provide guidance and consultation on all media requests and/or communication outputs as requested or required.
- 2.5 The Community Relations Officer will oversee and facilitate communication posted to social media, on the Board's behalf.

3.0 EMERGENCY AND CRISIS COMMUNICATION

- 3.1 Where reasonable and when situations warrant, the NCDSB shall make every attempt to use all platforms at its disposal to alert students, staff, parents, the media, and the broader community about emergency situations that may an immediate threat to the health and well-being of students and staff.
- 3.2 The Director of Education, or designate, will be the official spokesperson of the Board during crisis situations.
- 3.3 School Administrators and Supervisory Officers shall maintain ongoing and timely communication with the Office of the Director of Education on matters that may require the activation of emergency preparedness strategies.