

**Administrative Procedure 2030**  
***Communications***

The Board of Education encourages public interest in the programs and policies of the school district, and recognizes its obligations to the public to provide full, objective and timely information about its programs and policies to all interested parties.

The Board of Education encourages dialogue on the programs and policies of the school district. In order to aid that discussion, the board will provide information on district achievement and on plans for improvement through the accountability contract and school growth plans.

The Board of Education promotes effective, balanced and civil communications, and will develop policy and procedures to facilitate consensus-building and accountability. Parent advisory councils and school planning councils will be vehicles for this at the school level. The board will establish committees and other means for maintaining relationships at the district level with employee groups and parents. The board will endeavour to develop ways to empower pupils, school staffs and other district employees to communicate effectively and openly with each other, district staff, and trustees.

The Board of Education recognizes the need to be sensitive to the needs and concerns of the community and to encourage the multi-directional exchange of ideas between and among the board, administration, staff, students, parents, non-parents and the community at large.

The board chair or trustee designate will act as the spokesperson for the board. The superintendent of schools or designate will act as spokesperson for the school district. Inquiries from the press regarding programs or policies are to be directed to the board chair or superintendent of schools. Principals are authorized to speak as spokespersons for their schools, however if the issue is a sensitive one or affects the district, the principal must confer with the superintendent of schools or designate before speaking to the press.