

CALGARY SCIENCE SCHOOL SOCIETY

Policy Title: **Communications**

Policy No. **7.01**

RATIONALE:

1. A variety of strategies are required to communicate with stakeholders and interested member of the public.
2. Communications strategies must be customized to meet the needs and interests of identified stakeholders.
3. Communications issued, needs, and opportunities change over time; therefore, strategies must be constantly reviewed and modified to ensure that the process is dynamic and timely.
4. Ongoing communication regarding our priorities and operation will increase awareness, trust, understanding and support among school staff, parents and students.
5. The Board, Administration, and Staff share responsibility for reaching out to the broader community to share information and outcomes. This outreach will support improvements and innovation in education within and beyond the school.

POLICY: The Board believes that effective two way communication is critical to the success of the Calgary Science School and results from careful and thoughtful planning.

PRINCIPLES:

- **The Board** is responsible for communication that enhances understanding and support for the school among key internal and external stakeholders, including School Administration, School Council, Alberta Learning, the scientific community, the general public and other educational organizations.
- **School Administrators** are responsible for providing ongoing information and communication about school matters with staff, parents, students, interested community members and the Board.
- **School staff members** are responsible for communicating with each other, with Administration, and with the parents and students that they serve.
- **The Board, Administration, and staff** share responsibility for reaching out to the broader community to share information and outcomes. This

PROCEDURES

1. Each year, the Board will review communications priorities and opportunities, and then develop and implement an annual **Board Communications Plan** for The Calgary Science School.

The plan will establish goals and objectives, identify target audiences, include proposed actions, assign responsibility for implementation and provide for evaluation of outcomes.

It will include strategies related to:

- Communicating Board priorities, actions and outcomes;
 - Enhancing the profile of the Calgary Science School;
 - Providing opportunities for community engagement with the school;
 - Demonstrating and conveying the value and importance of public charter schools;
 - Building an effective working relationship with identified stakeholders.
2. The Board will foster a school environment in which school staff are aware that they share the responsibility for communication about school policies, programs and activities to parents and members of the educational staff, agencies, and other communities. To that end, the Board will expect the school administration to develop an annual **School Communications Plan** that will include strategies related to:
 - a. Communicating about student learning;
 - b. Recognizing and reporting of student achievement and success;
 - c. Providing accurate, timely information about budget, programs, procedures, achievements, decisions, and critical issues;
 - d. Fostering understanding of decisions and actions;
 - e. Eliminating rumours and misinformation;
 - f. Developing programs and practices designed to provide an open climate which will elicit ideas, suggestions, and reactions from the school community and employees alike.
 - g. Developing community outreach programs
 - h. Communicating outcomes
 3. A standing committee of the board will be formed each year to implement the policy and the communications plan, and to deal with communications issues and opportunities that arise throughout the year.