



<b>BOARD DIRECTIONAL POLICY</b>	
<i>DIRECTIONAL POLICY TITLE</i>	<i>DIRECTIONAL POLICY NUMBER</i>
<b>COMMUNICATIONS</b>	<b>1100</b>

**TITLE OF POLICY:**

Communications

**DATE APPROVED:**

June 28, 2016

**PROJECTED REVIEW DATE:**

April 2020

**POLICY:**

The Peterborough Victoria Northumberland and Clarington (PVNC) Catholic District School Board will ensure proactive, responsive, open, transparent and two-way communication with students, parents, staff, trustees, parishes, media, provincial partners and community members.

The Board is committed to providing accurate, clear, timely and accessible communication regarding programs, services, events and activities that support PVNC's Vision for Achieving Excellence in Catholic Education through Learning, Leadership and Service.

**PURPOSE:**

PVNC recognizes the important role of effective communication in promoting the values of Catholic Education and supporting the Board's vision and strategic priorities as outlined in the Multi-Year Strategic Plan (MYSP).

PVNC has a responsibility to engage in proactive, timely and open communication with all of its stakeholders to strengthen relationships and to promote PVNC programs and activities.

**ALIGNMENT WITH MULTI-YEAR STRATEGIC PLAN:**

The *Communication Policy* supports our Vision for Achieving Excellence in Catholic Education through Learning, Leadership and Service.

This Vision calls the Board to these Strategic Priorities:

- Ensure our structures, processes, relationships, and actions reflect our Gospel Values and Catholic Social Teachings
- Implement the most effective, evidenced-based instructional and assessment practices to help all students meet the Catholic School Graduate Expectations
- Embed technology to support digital literacy, creativity, innovation, collaboration, and the learning needs of all students
- Develop the intellectual, spiritual, mental, physical, and emotional well-being of students in safe, diverse, respectful, and faith-filled learning environments
- Implement fair and transparent processes in recruitment, leadership, talent development, and succession planning to ensure our employees have the necessary knowledge, skills, and attributes to support our Vision

**RESPONSIBILITIES****The Board of Trustees is responsible for:**

- defining, articulating and directing the PVNC mandate to support student achievement and well-being in a Catholic learning community supported by the Multi-Year Strategic Plan.
- setting direction and policy that governs PVNC.
- reviewing and considering for approval the *Communication Policy* recommended for consideration by the Policy Development Committee.
- understanding and communicating to members of the community the content of the *Communication Policy*.
- assigning responsibility to the Director of Education for operationalizing and managing the *Communication Policy*.
- monitoring and holding the Director of Education accountable respecting the implementation and operational details of the *Communication Policy*.

**The Director of Education is responsible for:**

- providing leadership regarding implementation and operational details in the *Communication Policy*.

- providing direction to staff in the development of administrative procedures and practices to ensure implementation of the *Communication Policy*.

**Superintendents of Schools and System Portfolios are responsible for:**

- adhering to the administrative procedures and practices that support the *Communication Policy*.
- providing leadership and supports for principals/vice-principals, managers, administrative assistants, and all departmental staff in their knowledge, understanding, and implementation of the *Communication Policy*.

**Managers are responsible for:**

- adhering to the administrative procedures and practices that support the *Communication Policy*.
- providing leadership, management and support for the members of their department in their knowledge, understanding, and implementation of the *Communication Policy*.

**Communication Services is responsible for:**

- adhering to the administrative procedures and practices that support the *Communication Policy*.
- developing and implementing communication plans and strategies in support of the PVNC vision and strategic priorities.
- overseeing all communication activities as determined by the Director of Education.

**Principals and Vice-Principals are responsible for:**

- adhering to the administrative procedures and practices that support the *Communication Policy*.
- providing leadership, management and support for the members of their school communities in their knowledge, understanding, and implementation of the *Communication Policy*.

**Staff are responsible for:**

- adhering to the administrative procedures and practices that support the *Communication Policy*.

- working collaboratively with colleagues to successfully implement the *Communication Policy*.
- being proactive and self-directed in building their knowledge and understanding of the *Communication Policy* as it relates to their role.

**PROGRESS INDICATORS:**

Maintain and/or develop Administrative Procedures and Practices to ensure:

- The Board is using the most effective means to maintain open and transparent communication with students, parents, staff, trustees, parishes, local media and community stakeholders.
- The Board's communication strategy remains adaptive to changing technology and open to exploring new communication tools to ensure communication remains timely and accessible and meets the diverse information needs of the Board's internal and external stakeholders.
- The Board identifies areas of the system (e.g. school communities, PVNC programs) that would benefit from targeted communication strategies.

**REFERENCES:**

- [PVNC Catholic District School Board Vision and Strategic Priorities 2014-2017](#)