

BOARD DIRECTIONAL POLICY	
DIRECTIONAL POLICY TITLE COMMUNICATIONS	DIRECTIONAL POLICY NUMBER 1100

Title of Directional Policy:

Communications

Date Approved:

February 7, 2023

Projected Review Date:

2028

Alignment with Multi-Year Strategic Plan:

The Communications Directional Policy supports the Board's mission, vision and all strategic priorities as set out in the Board's Multi-Year Strategic Plan.

[PVNCCDSB Board Vision, Mission and Strategic Priorities](#)

Action Required:

The Peterborough Victoria Northumberland and Clarington (PVNC) Catholic District School Board will ensure proactive, responsive, open, transparent and two-way communication with all its stakeholders, including students, parents/guardians, staff, trustees, the diocese and parishes, media, the various levels of government, community members and partnering agencies.

PVNC Catholic is committed to effective communication that promotes the values and benefits of publicly funded Catholic Education.

Board communications shall be accurate, clear, timely and accessible and should reflect and be responsive to the diverse communities that the Board serves. All communications and consultations between the Board and the community, as well as schools and their communities, should be undertaken with honesty and integrity and should reflect the PVNC Catholic mission, vision and values as articulated in the Board's Multi-Year Strategic Plan.

This policy applies equally to internal and external communications.

Guidelines:

- Communications should be provided in a timely manner to ensure individuals and groups have access to relevant information as promptly as possible.
- Whenever possible, information that has a systemwide impact should be communicated internally prior to being shared externally.
- Communications should be accurate and avoid unnecessary jargon.
- Consultation processes should be open and accessible, transparent and adaptive to accommodate the diversity of the Board's stakeholder population. Following a consultation process, the Board shall endeavor to provide a summary of the results to stakeholders in a timely manner.
- All release of information will be subject to the Municipal Freedom of Information and Protection of Privacy Act, the Education Act, Board policies and all other pertinent acts and regulations.
- Communications shall be provided barrier-free and accessible in accordance with the Accessibility for Ontarians with Disabilities Act (AODA). Upon request, the Board shall provide or arrange for the provision of accessible formats and communication supports or arrange for the provision of a comparable resource for persons with disabilities in a timely manner. The Board welcomes feedback on how it provides accessible customer service as this will help it identify barriers and respond to concerns.
- Communications should be culturally sensitive, demonstrate inclusivity, be reflective of our community's growing diversity and responsive to the diverse information needs of stakeholders. Upon request, the Board endeavors to provide translation of written materials.
- Advertising expenditures are intended to inform and educate the public, as well as create awareness about education programs, services, issues, events and community activities of specific interest or benefit to students and families. Expenditures will be appropriate to the Board's status as a publicly funded organization whose primary purpose is to educate students.
- The Board will endeavor to use research and data, including information gleaned from consultation and student and staff censuses, to guide communication strategies.
- Media relations and the roles and responsibilities of official Board spokespeople are governed by [Administrative Procedure 1103 - Media Relations](#).

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 Communications Policy recommended for consideration by the Policy Development Committee.
- understanding and communicating to members of the community the content of the Communications Policy.
- assigning responsibility to the Director of Education for operationalizing and managing the Communications Policy.
- monitoring and holding the Director of Education accountable respecting the implementation and operational details of the Communications Policy.

The Director of Education is responsible for:

- providing leadership regarding implementation and operational details in the Communications Policy.
- providing direction to staff in the development of administrative procedures and practices to ensure implementation of the Communications 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 support for principals/vice-principals, managers, administrative assistants, and all departmental staff in their knowledge, understanding, and implementation of the Communications Policy.

Communication Services is responsible for:

- ensuring all centrally provided communication activities are compliant with this Communications Policy and providing support to school administration to ensure school-level communications are compliant with this Communications Policy.
- creating and maintaining administrative procedures and practices that support and operationalize the Communications Policy.

- developing and implementing communication plans and strategies to support, promote and bring awareness to the PVNC Catholic vision, mission and strategic priorities.

Principals and Vice-Principals are responsible for:

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

Staff are responsible for:

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

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 all 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 Catholic programs) that would benefit from targeted communication strategies.

References:

[Municipal Freedom of Information and Protection of Privacy Act](#)

[Accessibility for Ontarians with Disabilities Act](#)