



POLICY #14

COMMUNITY ENGAGEMENT

The Board of Trustees recognizes that communication within the School Division is a multi-faceted process involving all staff, students, parents and community members. The Board believes that such communication promotes a system-wide culture of openness that supports these principles:

- an environment of trust, safety, and respect;
- student learning and achievement; and
- the Board's Foundational Statements of Vision, Mission and Policies.

The Board will develop and implement strategies to enhance the Board's communication and engagement with communities, ratepayers and the citizens of Brandon School Division. These strategies will include:

- 14.1** Formal connections with the community, government and with other relevant agencies and organizations in order to support the achievement of Board goals for the Division.
- 14.2** Sharing information with the general public, constituents, staff and students in a transparent and respectful manner. The Board will proactively identify issues of importance, provide for the exchange of ideas and information, work collaboratively and build positive relationships.
- 14.3** The Board commits to the use of consultation with its constituents, including students, parents and employees; a process by which the Board seeks advice, which in turn facilitates communication, develops joint ownership and enhances solutions, goals and policy directions.
- 14.4** The Board of Trustees believes that all reasonable efforts should be made to identify the interests of the community and to be responsive, through its actions, to those interests. There are two major ways in which the will of the community shall influence the development of Board policies.
 - a) The people of the Division are responsible for electing Board members to represent their ward.
 - b) All citizens of the Division will be encouraged to express ideas, concerns, and opinions about the schools through such means as:
 - i. written suggestions or proposals;
 - ii. presentations at hearings or at Board meetings;
 - iii. responses to surveys made regarding education;
 - iv. attendance at open meetings of the Board; and
 - v. active involvement with the school's Parent Council.



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- 14.5** Matters related to complaints and concerns regarding specific schools, personnel and to individual student situations are communicated through the appropriate protocols as established by the Board of Trustees.
- 14.6** By developing an effective working relationship with the media, including encouraging the attendance of media at all meetings, with the exception of in-camera meetings, the Board of Trustees can further keep the public informed of the Board's and Division challenges, deliberations, policies, and actions.
- 14.7** The Board shall designate a Board spokesperson who will endeavour to be current on all matters of Board governance and policy. This will be the Chairperson of the Board unless an alternate is designated by the Board.
- 14.8** The Superintendent/CEO is the official spokesperson on behalf of the School Division regarding instructional, administrative and operation matters (including critical events and crisis communication).
- 14.9** The Secretary-Treasurer is the official spokesperson on behalf of the Division regarding financial matters.

References:

Policy 1 – Values, Vision and Mission
Policy 4 – Role and Responsibilities of the Board
Policy 6 – Board Operations

Date of Approval:
September 11, 2017

Date of Amendment: