



KAWARTHA PINE RIDGE DISTRICT SCHOOL BOARD

ADMINISTRATIVE REGULATION

Regulation Name: Communications with the Community
Section: Board and Community

Regulation Code: B-7.1.1
Policy Code Reference: B-7.1

Established: June 14, 1999

Revised or

Reviewed: March 20, 2012; October 27, 2016; June 19, 2023

1. OBJECTIVE

This administrative regulation is written in accordance with the guiding principles in Board Policy B.7.1, Communications with the Community, and provides specific guidance about the Board's commitment to timely, open, and accessible, two-way communications with parent(s)/guardian(s), school councils, student governments, community partners and the general public.

2. DEFINITIONS

Administrative Regulation

A document issued through the Director of Education, governing the implementation of a Board policy or required to coordinate and control certain aspects of system operations.

Board

The corporate Board which maintains the daily operation of the system; Kawartha Pine Ridge District School Board; a reference specifically pertaining to Kawartha Pine Ridge District School Board as a legal entity; also referred to as KPR or KPRDSB

Policy

A statement of intent, governing principle or end result, adopted by the Board of Trustees in open public session; it is intended to articulate what must be done, the rationale for it and a framework for the system.

3. APPLICATION

This administrative regulation applies to employees and representatives of the Board in their communications with parents, families, community partners and the general public.

4. RESPONSIBILITY

The Communications and Corporate Affairs area is responsible for the guidelines and directives within this administrative regulation developed to inform positive media interactions.

School principals are responsible for overseeing communications with school communities.

5. PROCEDURE**5.1 General Procedures for Communicating with the Community**

- 5.1.1 For many members of the community, particularly those who do not have children enrolled in Kawartha Pine Ridge District School Board schools, the Board, with assistance and support from Corporate Affairs, is the primary source of information on education.
- 5.1.2 Reporting to the Director of Education, the Executive Officer of Corporate Affairs is responsible for implementation of the Board's communications program.
- 5.1.3 Each school will be the key communicator regarding education within its immediate community, particularly with students, parent(s)/guardian(s) of children enrolled in the school, and school councils. Each school will act as a community focal point for disseminating information and for fostering collaborative and inclusive communication between the school and community.
- 5.1.4 All Board and school communications to students, parent(s)/guardian(s), school councils and the community will be accessible, clearly written, culturally sensitive and responsive to the diverse information needs of communities.
- 5.1.5 All system-level communications with students and school councils will be through principals.
- 5.1.6 Parent(s)/guardian(s) who have concerns regarding their child's education are encouraged to express those concerns. Parent(s)/guardian(s) should first approach their child's teacher. If they are not satisfied with the outcome of that contact, they should next approach the school principal or vice-principal. Those still unsatisfied should next contact the appropriate superintendent. If, after completing this process, parent(s)/guardian(s) feel their concern is unresolved, they may contact the Associate Director followed by the Director of Education and Secretary to the Board, or designate, to seek further review and, if necessary and appropriate, seek to address the Board.
- 5.1.7 Communications and relationships with school councils also are addressed in Board Policy B-6.1, School Councils.

5.2 Board-level Communications with the Community

- 5.2.1 Communications will be streamlined and delivered using the most appropriate method based on the situation, e.g., email, website, social media. The Board will prioritize digital over paper-based communications to support its commitment to environmental sustainability.

- 5.2.2 Corporate Affairs, with support, assistance and advice from other Board staff, will consistently search out and utilize other methods of outreach for effectively communicating with students, parent(s)/guardian(s), school councils and the general public.
- 5.2.3 Media releases and reports on decisions reached at Board meetings will be distributed to other levels of government, school councils (through principals) and other community groups, as appropriate, by Corporate Affairs.
- 5.2.4 The Board welcomes and provides opportunities for student, parental and community participation in decision-making, wherever possible and practical. This may include provision for delegations at Board meetings, offering of input through email or other technological means, surveys, community meetings and other methods, as appropriate.

5.3 School-level Communications with the Community

- 5.3.1 Schools will maintain active partnerships with parent(s)/guardian(s) and their local communities through community involvement activities in the school, including volunteer opportunities, school councils, community use of facilities, parent-teacher conferences, Meet the Teacher nights, community events, and school participation in community projects and activities.
- 5.3.2 Schools will offer positive, welcoming environments for students, parent(s)/guardian(s) and other visitors.
- 5.3.3 Each school should establish a small information display centre in a permanent location accessible to the community, and/or make this information available on their website.
- 5.3.4 The school newsletter will be a prime method of communication between schools and parent(s)/guardian(s). It should contain primarily school-produced information; however, Board-produced information also will be included when this information affects students, parent(s)/guardian(s) and community members.
- 5.3.5 Each school will communicate regularly with all families with children attending the school, through established Board communication methods, such as Edsby and School Messenger. Monthly updates are preferred, where possible and practical. Teachers will also maintain regular and timely communication with families in their class(es) using the Board's communication channels.
- 5.3.6 Each secondary school shall distribute an information handbook to students and parent(s)/guardian(s) early in each school year. This handbook may include information such as relevant Board policies, school practices, regulations and expectations regarding student behaviour and performance. Similar handbooks may be distributed by elementary schools as well.

5.3.7 Corporate Affairs also will provide support and advice to principals and managers in meeting their responsibilities for communicating with students, parent(s)/guardian(s), school councils and the community. This may include provision of communications templates, guidelines, professional development sessions, publications and other means, as appropriate.

5.3.8 Communications regarding student suspensions and appeals of suspensions are addressed in Administrative Regulation ES-1.1.2, Suspension.

6. RELATED POLICIES, ADMINISTRATIVE REGULATIONS OR PROCEDURAL DOCUMENTS

Board Policies:

[B-6.1, School Councils](#)

[B-7.1, Communications with the Community](#)

Administrative Regulations:

[ES-1.1.2, Suspension](#)