

Administrative Procedures Manual	Administrative Procedure 150
	Community Relations
	APPROVED: September 1, 2013
Page 1 of 1	AMENDED/REVIEWED: September 2019
LEGAL REFERENCE:	Section 52, 53, 196, 197, 222 Education Act Freedom of Information and Protection of Privacy Act

Background

An effective community relations program is a necessary component of a school system's organization and operation.

Procedures

1. The Superintendent is responsible for the implementation of a community relations program in accordance with this Administrative Procedure.
2. Division Leadership Team
 - 2.1 The overall responsibility for community-school relations lies with the Superintendent.
 - 2.2 The Superintendent will involve the Board and employees, both instructional and non-instructional, in the total public relations program.
3. School Leadership Team
 - 3.1 The Principal is the Division's communications representative in the community and is responsible for a planned information program for the school.

4. Teachers and Support Staff

Since the teachers and other support staff at the school level are the Division's most critical point of contact with the public, the image of the depends more upon their daily interaction with students, parents and the community than upon formal news releases, brochures and bulletins.

- 4.1 Every staff member is requested to become involved in the continuous process of informing the public about the school and its services, educational programs and successes.