



**1. Rationale**

The Simcoe County District School Board (SCDSB) recognizes that the success of public education depends on the support and commitment of all education stakeholders. Effective two-way communications, community awareness and community engagement practices are key elements in strengthening and maintaining connections among education partners, and meeting provincial and system goals for public education. Communications activities help to build public confidence, relay education-related messaging, increase community understanding of SCDSB initiatives and inform stakeholders of the SCDSB's progress in achieving education priorities.

**2. Policy**

It is the policy of the Simcoe County District School Board, at system, departmental and school levels, to develop, facilitate and support effective two-way communications, public awareness and community engagement strategies to:

- 2.1 promote student achievement and well-being;
- 2.2 inform stakeholders and communities about SCDSB schools, programs and initiatives; and,
- 2.3 increase understanding and positive connections relating to public education in Simcoe County.

**3. Guidelines**

Communicating effectively is a system-wide responsibility. Along with annually providing funds to staff and resource corporate communications efforts, the Board expects trustees, staff, schools and departments, in accordance with related legislation (i.e. the Education Act, MFIPPA, etc.), to:

- 3.1 promote awareness and understanding of SCDSB education achievements, initiatives and progress;
- 3.2 communicate openly, honestly and with integrity;
- 3.3 communicate accurate, understandable and timely information; and,
- 3.4 increase positive connections and good will relating to public education.

**4. Administrative Procedures**

The Director of Education is authorized to provide the administrative procedures necessary to implement this policy.

**ADOPTED NOVEMBER 13, 1985**  
**REVISED JANUARY 28, 2004**  
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