



# KAWARTHA PINE RIDGE DISTRICT SCHOOL BOARD

## POLICY STATEMENT

**Policy Name:** Communications with the Community  
**Section:** Board and Community

**Policy Code:** B-7.1

Established: April 29, 1999

Revised or

Reviewed: October 27, 2005, February 22, 2007, May 24, 2012, October 27, 2016,  
October 25, 2022

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### 1. POLICY STATEMENT

The Kawartha Pine Ridge District School Board recognizes the important role that all of its stakeholders – staff, students, parent(s)/guardian(s), community members, other levels of government – play in the lives of students and in the provision of high-quality educational services. The Board further believes that students, parent(s)/guardian(s) and members of the community have much insight, valuable experience and practical advice to contribute to the school system for the benefit of all students.

The Board values and is committed to nurturing positive relationships through ~~and~~ timely, open, and accessible, two-way communications with parent(s)/guardian(s), school councils, student governments, community partners and the general public. Schools play a vital role in establishing and maintaining such positive relationships and in attaining a reciprocal flow of information with parent(s)/guardian(s), school councils, student governments, and the community.

### 2. OBJECTIVE

This policy formally establishes the Board's key commitment to fostering open, positive and transparent communications with the communities it serves, and provides broad guidelines to inform effective communication practices.

### 3. DEFINITIONS

AODA  
Accessibility for Ontarians with Disabilities Act

### 4. APPLICATION

This policy applies to all employees and representatives of the Board.

## 5. RESPONSIBILITY

The Communications and Corporate Affairs area is responsible for leading system-level corporate communications with stakeholders and community, and supporting school leaders and staff in fostering positive and effective school-based communications.

## 6. POLICY

6.1 All communications and consultations between the Board and the community, as well as schools and their communities, are based on the following principles:

- Information is provided openly, honestly and with integrity, and reflect the Mission, Vision and Values of the Kawartha Pine Ridge District School Board.
- Communications are timely, to ensure individuals and groups have access to relevant information as promptly as possible.
- Release of information complies with legislation including the Freedom of Information and Protection of Privacy Act and the Education Act.
- Communications are barrier-free and accessible in accordance with the AODA. Upon request, the Board endeavors to 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.
- Communications are culturally sensitive, inclusive and responsive to the diverse information needs of stakeholders. Upon request, the Board endeavors to provide translation of written materials, to help prevent miscommunication and/or cultural disconnect.
- Communications are accurate, free from error, and avoid the unnecessary use of jargon.
- Communications are prepared with sensitivity to language, tone and appropriateness of the message.
- Communications are streamlined and delivered using the most appropriate method (e.g., email, website, phone, social media, etc.), based on the situation. The Board will prioritize digital over paper-based communications to support its commitment to environmental sustainability.
- Advertising expenditures are intended to inform and educate the public, as well as create awareness of 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 taxpayer funded organization whose primary purpose is to educate students.

6.2 Communications and relationships with school councils *also* are addressed in Board Policy No. B-6.1, School Councils.

**7. RELATED POLICIES, ADMINISTRATIVE REGULATIONS OR PROCEDURAL DOCUMENTS**

Board Policies

[B-6.1, School Councils](#)

Administrative Regulations

[B-7.1.1, Communications with the Community](#)

**8. REFERENCE DOCUMENTS**

Legislation:

Accessibility for Ontarians with Disabilities Act

Education Act

Freedom of Information and Protection of Privacy Act