

School District No. 53 (Okanagan Similkameen)

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**Governance Communications Plan**

February 2017

## **Governance Communications Plan**

### **Introduction**

The Governance Communications Plan serves as a framework and guide to enhance governance related communications. The Board's Mission, Vision, Values and Strategic Goals were used as the foundation from which to develop this communication plan. The plan provides a structure for an effective communication of the board's work and role as governors.

### **Key Messages and Intents**

#### Key Messages

District communications will reflect the Board of Education's Strategic Goals:

- Create a positive culture
  - Sense of Belonging, Relationships, Safety
- Provide diverse opportunities and experiences for students
  - Co-curricular and extra-curricular opportunities
  - Early Learning
  - Successful transitions
  - participation in non-traditional learning modes
- Provide diverse opportunities and experiences for professionals
  - Quality professional learning opportunities to improve student success
- Enhance positive educational experiences for Aboriginal students
  - Increase engagement and course success rate
  - infusion of Aboriginal ways of knowing, First Peoples Principles of Learning and local culture for all students

#### Communication Intents

The following intents will be reflected in communication goals, objectives and strategies:

- Communication will be clear and concise, and regular strategies should foster two-way communication
- Strategies should communicate Board goals and celebrate student successes
- Communication should build confidence in public education, the district, schools and students
- Information and clarification on the role of the Board of Education and local trustees

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**Goals / Objectives / Strategies**

Goal:

Communicate regularly, consistently, honestly, meaningfully and openly

Objectives:

- Improve community and staff satisfaction with District communications
- Facilitate smooth transitions and foster positive reactions to changes in policy, procedure and personnel
- Improve public trust in the District and Board of Education

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<u>Strategies</u>	<u>Timeline</u>
<ul style="list-style-type: none"> <li>• Invitations to Mayor and Council, Chief and Council, and Regional District representative to meet with the Board of Education to discuss mutually agreed upon topics</li> </ul>	Annually
<ul style="list-style-type: none"> <li>• Distribute an electronic board report after each board meeting</li> </ul>	Through the year
<ul style="list-style-type: none"> <li>• Ensure all communication, feedback and suggestions are acknowledged and that there is follow up</li> </ul>	Through the year
<ul style="list-style-type: none"> <li>• Advocacy:               <ul style="list-style-type: none"> <li>○ Highlights after each BCSTA Thompson Okanagan Branch meeting</li> <li>○ Motions/rationale approved at BCSTA Branch and AGM</li> <li>○ Highlight trustee roles and responsibilities the year prior to an election. (2017)</li> <li>○ Profile advocacy letters</li> </ul> </li> </ul>	Spring 2017
<ul style="list-style-type: none"> <li>• Utilize parent communication networks by working with PACs and DPAC</li> </ul>	Through the year
<ul style="list-style-type: none"> <li>• Refresh district website</li> </ul>	Summer 2017
<ul style="list-style-type: none"> <li>• Investigate establishing presence on social media sites such as Facebook and twitter</li> </ul>	Summer 2017