



Administrative Procedure 1090

Public Relations and Consultation

Board Governance Policy Cross Reference: [1, 7, 13](#)

Administrative Procedures Cross Reference:

[Planning and Reporting](#)

Form Cross Reference:

Legal/Regulatory Reference:

The Interlake School Division welcomes and values staff, student and public participation in the affairs of the Division through consultation, collaboration and communication.

The Division will develop and implement strategies to enhance communication and engagement with the ISD community. These strategies will include:

- engaging with local and provincial governments, agencies, and service groups to explore options for potential collaboration and information sharing;
- developing internal processes for staff and student voice in planning and decision making;
- using digital technologies to enhance communication as a means to share information and news regarding division activities, announcements, events, and highlights of student learning;
- hosting school and community-school functions e.g. assemblies, open houses, graduation and award ceremonies, sports, concerts, Parent Advisory Council meetings, and special events;
- inviting Parent Advisory Councils and community members to participate in appropriate sessions for planning and budget consultations;
- consulting with the ISD community regarding emerging matters in education and the Division e.g. new and existing programs; and/or
- establishing a process for delegations from the public to present to the Board at regular Board meetings.

Division Spokespersons

- The Superintendent/CEO is the official spokesperson on behalf of the School Division regarding instructional, administrative, and operations matters (including critical events and crisis communication).

Media Relations

1. The Chairperson of the Board and the Superintendent/CEO are the official representatives of the Interlake School Division in all matters concerning the media.
2. All staff, school committee members and trustees who may be contacted by the media must immediately refer the media to the Chairperson of the Board or the Superintendent/CEO.
3. The Superintendent/CEO may authorize select Division employees to speak directly with the media. If the employee is contacted directly by the media, the employee and the employee's supervisor shall request authorization and direction from the Superintendent/CEO. Such authorization is generally related to the following:
 - a) Educational Programs
 - b) Special Events or Activities
4. The Superintendent/CEO will provide direction to the principal regarding student contact with the media. In all cases of student contact with the media, the principal must ensure that written parental approval is provided.

Emergent Events

There are a variety of potential serious occurrences and events that may be of interest to the public and media. In such circumstances, only the Superintendent/CEO or Chairperson of the Board will speak for the Division. Such circumstances may include:

1. Incident - an incident is a concern or an unresolved problem that is ongoing or that has significant implications for a school and/or the Division. These circumstances require that communications be managed to ensure consistent, clear messaging by school officials and the Division.
2. Emergency - emergency situations may include a chemical spill or a bomb scare. In these situations, communications can be handled through the normal response systems of the police or fire department and the Division spokesperson.
3. Crisis - a crisis is an abnormal situation which has the potential to seriously impact a school's operation. Examples of such situations include extended power outages, major storms, and death or injury of a student or staff member.
4. Disaster - examples of disasters include large scale floods and bomb explosions. A disaster causes significant loss, hardship and/or suffering to many people. Emergency response resources and personnel are frequently overwhelmed by disasters and the recovery process is long and complex.
5. Pandemic - a pandemic virus could result in widespread illness over a large geographic area. Serious social and economic disruption could result. Communication in both disaster and pandemic situations must be very carefully managed in order to be effective in such situations.