



POLICY

Policy Area: Public Relations	Subject: Communication
Title of Policy: Communications Policy	Policy Number: 3.1
Approved Date: August 11, 2020	
Effective Date: November 24, 2020	Revision Date:

1. Rationale or background to policy:

- 1.1. Constitution/ ByLaws section 2 states that the CSBA mission is to
 - support the school board Member Associations;
 - advocate for the collective interests of the Member Associations; and
 - promote the value of democratically elected school boards.
- 1.2. CSBA Board of Directors believes that to fulfill this mission, the organization must
 - support the development of strong Member Associations;
 - strengthen public education throughout Canada;
 - promote the value of democracy in public education;
 - strongly advocate for collective interests of the associations of school boards with the Federal government and other national organizations on issues of common interest or within Federal jurisdiction;
 - facilitate the addressing of common issues and interest of all members; and
 - support school board trustees throughout Canada by sharing current information on topics/ issues that affect education in Canada.
- 1.3. CSBA is committed to providing a strong national voice for school boards in Canada.
- 1.4. A strong communication policy will assist with achieving the mission of the CSBA. An informed membership will build support for the work of the CSBA.

2. Policy Statements:

- 2.1. Communication is key to ensuring a strong organization.
- 2.2. This policy applies to all forms of written, verbal and electronic communication.
- 2.3. CSBA will engage in proactive two-way communication focussed on increasing the credibility and reach of the CSBA, on educating the public on the importance of democratically elected school boards and on motivating and supporting school trustees and school boards through professional development.
- 2.4. CSBA will ensure that messages reflect a national perspective.
- 2.5. All communications – both internal and external – will be clear, concise and timely.
- 2.6. Communications will be culturally inclusive and gender neutral.
- 2.7. Effective communication is a shared responsibility.
- 2.8. CSBA recognizes and supports the right of each Member Association to make independent decisions on matters that pertain to public education.

3. Procedure:

- 3.1. The President is the official spokesperson for CSBA.
- 3.2. If unavailable, the President will delegate this role to the Vice President.
- 3.3. Should the Vice President not be available, the President will delegate another member of the Board of Directors.
- 3.4. Formal CSBA communications for the purposes of advocacy, association endorsement, or any other kind of official communication should follow discussion by the Executive Committee and/or the Board of Directors.
- 3.5. The Executive Committee or Board of Directors should determine by consensus who will write the communication, the objective, key message, the addressee, to whom copies are provided, signature, language(s), follow-up required, requested action, date of action requested, and “or else” action if requested.
- 3.6. The CSBA Executive Director will be responsible for the development and distribution of newsletters when appropriate.
- 3.7. CSBA will provide an Annual Report to the members on the progress of the board.
 - 3.7.1.1. The CSBA Executive Director is responsible for the development and distribution of the Annual Report.
 - 3.7.1.2. The Annual Report will include a message from the President, an update on the CSBA initiatives, the CSBA Financials, Year In Review Provincial Reports, and other information of interest to the members.
 - 3.7.1.3. The Annual Report will be posted on the website and shared through social media.
- 3.8. When receiving media requests, adhere to policy **3.1.1. Media Requests.**
- 3.9. When using social media, adhere to policy **3.1.2. Social Media.**
- 3.10. The CSBA Executive Director or the Executive Committee will vet all materials prior to forwarding to the members to ensure that the materials are reflective of the beliefs and values of the CSBA.
- 3.11. Following consensus for distribution from the Executive Committee or Board of Directors, the CSBA Executive Director will distribute the materials and/or communications.