



POLICY 28

TRUSTEE COMMUNICATION WITH THE PUBLIC

Approved: 2025 01 09

BACKGROUND

The Board values the sharing of information in an effort to inform and support communities. To provide enhanced transparency, accountability and assurance, trustees are encouraged to reach out and engage with the public. Well-developed communication guidelines support trustees to connect and engage with the public.

GUIDELINES

1. Trustees can engage the public through a variety of communication methods, understanding that all communications and interactions must reflect the principles of the Trustee Code of Conduct.
2. Trustees are encouraged to share divisional information, key messages, Board advocacy priorities, exemplary practices, and highlight student achievement and learning.
3. Trustees can provide facts and direct the public to the best source of information. If sharing opinion, caution must be exercised as perception could be that the opinion shared is supported by the Board.
4. Where practical, Board positions will be established in advance and key messages will be developed to assist trustees when they engage with the public.
5. Where matters are newly emerging, potentially harmful and/or involving other levels of government or elected officials, trustees will consult with the Board Chair.
6. Trustees will use discretion when sharing and/or promoting non-divisional events and organizations.
7. Trustees will adhere to all privacy and copyright legislation and regulations.

Legal Reference:

- Section 33, 52, 53, 55, 67, 68, 196, 197, 204, 222, 225, 256 Education Act
- Board Policy 2 - Role of the Board
- Board Policy 3 - Role of the Trustee
- Board Policy 4 - Trustee Code of Conduct
- Board Policy 5 - Role of the Board Chair