



## AP 150 - DIVISION COMMUNICATIONS

### BACKGROUND

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Saskatoon Public Schools believes that effective and timely communication, both internal and external, is vital to the success of the organization.

Some basic assumptions related to communication are as follows:

- As a public institution, the school division must be transparent and accountable to the community it serves which is supported through strong communication;
- The best avenue of communication to students and families is through our schools;
- Every employee of the division plays a role in effectively communicating with the community;
- The Manager of Communications and Marketing will solicit ideas and suggestions regarding division successes and how to highlight the programs, initiatives, and people that make Saskatoon Public Schools unique.

### PROCEDURES

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1. The Manager of Communications and Marketing provides division-wide communication advice to senior levels of the organization including Administrative Council, Principals and Vice Principals in the areas of issues management, reputation management, public relations, media relations, crisis communications, and strategic communications planning.
2. The Manager of Communications and Marketing is responsible for implementing division-wide communication policies, practices, procedures, and plans, and helping to promote the overall strategic direction of the organization.
3. News releases shall be the responsibility of the Manager of Communications and Marketing except for the following:
  - 3.1. Sports scores and sports announcements shall be handled at the school level, as approved by the Principal, in consultation with the Educational Consultant: Athletics Education/Out-Of-School;
  - 3.2. School Community Council activities shall be coordinated by the school at the school level.
4. All advertisements will be authorized by the Manager of Communications and Marketing with the exception of the following:
  - 4.1. Employment opportunities
  - 4.2. Tenders
  - 4.3. Debentures, bylaws
5. The Manager of Communications and Marketing oversees the Saskatoon Public Schools' website, school websites and social media accounts, which are important communication and marketing tools for connecting with students, families, and the public.

Reference:

Date Last Revised: February 2021