



# CALGARY BOARD OF EDUCATION

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## Administrative Regulation 1040 - Communications

The Calgary Board of Education believes that communication is a shared responsibility, and that effective communication is the key to promoting understanding, support, and ownership for public education among stakeholders.

The Calgary Board of Education will foster effective communication and positive relationships by:

- a. developing and supporting communications networks among stakeholders
- b. informing stakeholders about proposals, programs and policies
- c. providing a variety of opportunities for stakeholders to exchange information and ideas, and to be involved in consultation and/or collaboration.
- d. acknowledging input by advising stakeholders of decisions made and the rationale for those decisions.

### A. DEFINITIONS

Within the Calgary Board of Education, the following definitions will apply:

1. Communications - An ongoing process involving the exchange of information and ideas through meaningful participation and interaction.
2. Stakeholder - An individual or group with an interest in public education.
3. Communications Network - The mix of individuals and groups inside and outside the Calgary Board of Education with whom regular communication is desired or required.
4. Communications Strategies:
  - a. Informing - Advising stakeholders of decisions made.
  - b. Consulting - Seeking advice from stakeholders prior to making a decision.
  - c. Collaborating - Working together with stakeholders to share responsibility for making a decision.

## **B. EXPECTATIONS**

1. Communication processes within the Calgary Board of Education will be open, clear, consistent, timely, and responsible.
2. Participants in a communications process will be made aware, at the outset, of the particular process being used; i.e., consulting or collaborating.
3. If consulting is the approach used, a mechanism must be provided for seeking additional information and/or for offering feedback. While consulting may not result in decisions which will satisfy every participant in the process, it must give participants an understanding of the decision made and its rationale in relation to their input.
4. Collaborating depends on a willingness among participants to reach decisions through common agreement or through compromise. Participants must share ownership of decisions.
5. It is expected that communications planning will form part of the ongoing planning processes in Divisions, Departments, Panels and Schools.
6. The Communications Department will be responsible for communications planning at the system level and will facilitate communications planning throughout the system through communications workshops and/or other means.
7. The Communications Department will provide communications, advice and reference material to system personnel.

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