



**DURHAM CATHOLIC
DISTRICT SCHOOL BOARD**
Learning and Living in Faith

POLICY – 440

Communications

Area: Operations
Source: Senior Manager, Communications

Approved: November 11, 2013 (Interim); May 12, 2014
Revised: March 7, 2022

1. Introduction

The Durham Catholic District School Board believes that open, respectful, two-way communication builds relationships, enhances student well-being and achievement, and fosters a sense of community among stakeholders.

The Board shall make every effort to:

- facilitate meaningful consultation opportunities which allow for input from a broad range of voices, perspectives and cultural diversities;
- provide opportunities to increase authentic student voice and ownership in their learning;
- maintain transparency with its stakeholder groups by addressing sensitive topics in a timely manner with tact and integrity;
- deliver reliable messages that are consistent, thorough and are aligned with the faith traditions, beliefs and teachings of the Catholic church; and
- support effective two-way communications with parents/guardians as primary educators, to enhance ongoing engagement.

2. Definitions

Communication (*O. Reg. 191/11: Integrated Accessibility Standards*) – the interaction between two or more persons or entities, or any combination of them, where information is provided, sent, or received whether verbal, written or in electronic formats.

3. Purpose

The purpose of the Durham Catholic District School Board's communications policy is to support and improve student achievement, faith formation and well-being by:

- ensuring transparency through clear, accurate and timely information regarding Board initiatives.
- increasing awareness of the programs, services, events and activities taking place across the Board.
- respecting the privacy and confidentiality of staff and students.
- assisting staff with the development of effective internal and external communication programs.
- clarifying the various roles and functions across the Board with respect to stakeholder engagement, media relations, crisis communication, advertising and participation in social media.

4. Application / Scope

- Internal Communication
- External Communication
- Board Promotion and Public Relations
- Media Relations
- Accessibility
- Crisis Communication
- Electronic Communication
- Social Media

5. Principles

5.1 The Board believes that:

5.1.1 communications should be reflective of our Catholic identity, Board's mission, vision and values and directions of the multi-year strategic plan.

5.1.2 effective communication supports improved student achievement, faith formation and well-being;

5.1.3 timely, transparent, accessible and reliable communication enhances relationships and engagement;

5.1.4 having a unified, consistent image enhances public recognition and strengthens the Board brand;

5.1.5 meaningful consultation opportunities allow for a broad range of voices, perspectives and cultural diversities to have input into decision-making processes;

5.1.6 supporting effective two-way communications with parents/guardians as primary educators enhances ongoing engagement.

6. Requirements

6.1 The Director of Education, or designate, shall issue administrative procedures to support this policy and amend them thereafter as the need may arise.

6.2 All members of the Durham Catholic District School Board and its school communities must:

6.2.1 respect and comply with the Board's communications policy, the Education Act, the Accessibility for the Ontarians with Disabilities Act, the Municipal Freedom of Information and Protection of Privacy Act and all other legislation.

6.2.2 deliver accurate information that is accessible, timely, clear and transparent.

7. Sources

7.1 Logo Standards Manual

7.2 [Accessibility for Ontarians with Disabilities Act](#)

8. Related Policies and Administrative Procedures

8.1 Media Relations Administrative Procedure (AP440-1)

8.2 Crisis Communications Administrative Procedure (AP440-2)

8.3 Media Consent Administrative Procedure (AP440-3)

8.4 DCDSB Branding Administrative Procedure (AP440-4)

8.5 Social Media Administrative Procedure (AP440-5)