



**POLICY TITLE:**  
**Communication**

**Board Approval: April 19, 2016**  
**Board Review:**

**OBJECTIVE:**

Communication with the media and general public must be consistent with the vision and strategic direction of Summit West Independent School and is important to the continued growth of the school community.

**POLICY:**

**Purpose**

1. The purpose of this policy is to outline protocols for communication planning and public relations activities.

**Responsibility**

1. The Executive Director or a Board appointed representative, in cooperation with the Program Director, will generate a communication plan that furthers the strategic and operational objectives of Summit West Independent School.
2. The Executive Director will review in detail the main elements of the communication plan and recommend it to the Board of Directors.
3. The Board of Directors will review and approve the communication plan.

**Procedures**

**1. Communication Plan**

- 1.1. As soon as the strategic planning process has progressed to the point of establishing the desired future state (vision) and main strategic direction(s), the communication planning process may commence and be developed in parallel with the strategic and operational plans.
- 1.2. The communication plan will be developed by the Executive Director or a Board appointed representative, in cooperation with the Program Director.
- 1.3. The plan will contain:
  - 1.3.1. Clearly articulated communication objectives for both operational and strategic communication activities
  - 1.3.2. Research required in support of those objectives
  - 1.3.3. Target audiences
  - 1.3.4. Main messages to be communicated to each target audience

- 1.3.5. Recommended means for getting the messages across
  - 1.3.6. Timing for delivery of those messages
  - 1.3.7. Specific action items and identification of those responsible for them
  - 1.3.8. Anticipated costs of the action items identified
  - 1.4. The plan will be reviewed in detail by the Executive Director and recommended to the board
  - 1.5. The plan will be reviewed and approved by the board on a provisional basis, pending the approval of the overall organizational budget
  - 1.6. Expenses associated with the communication plan will be incorporated into the annual budget and considered by the board in the context of the overall financial plan
  - 1.7. Upon approval of the budget, the communication plan, as varied by any financial considerations, will be considered approved.
- 2. Public and Media Relations Protocol**
- 2.1. The official spokespeople for Summit West Independent School are:
    - 2.1.1. The Executive Director
    - 2.1.2. The Program Director
    - 2.1.3. An appointed member of the Board of Directors
  - 2.2. Any one of the official spokespeople for the organization may delegate in writing a media response to any member of staff, the Board of Directors or celebrity spokesperson. Any individual who has not been delegated to communicate with the media must not do so, but must instead defer queries in accordance with this policy.
  - 2.3. Upon appointment to his or her position, each official spokesperson will be provided with media training.
  - 2.4. In the case that Summit West Independent School delegates one or more celebrity spokespeople, they shall be provided with a briefing session on the communication objectives, target audiences and main messages of the organization. Media training may be provided if, in the judgement of the Executive Director, it is warranted.
  - 2.5. Individuals who are recruited and delegated for public speaking opportunities will be provided with copies of the communication policy as well as a briefing session on the communication objectives, target audiences and main messages of the organization. The organization may also provide speeches and presentation material.
- 3. Protection of Communication Assets**
- 3.1. All uses of trademarks shall follow guidelines set out by the Executive Director, or be expressly authorized by him or her.
  - 3.2. The Executive Director will sign off on use of logos, fonts, colours and other marks of organizational identity used in newsletters, on our own and others' websites, and in any other official communication vehicle used by the organization.
- 4. Attachments**
- 4.1. Attachment A - Media Communication Protocol

**Attachment A**  
**Media Communication Protocol**

**Policy:** All communication with the media will be handled by a designated spokesperson or alternative spokesperson. Board members and staff members who communicate with the media and who are not designated spokespeople may be subject to discipline.

**Protocol for unsolicited media contacts:**

- Media contact will be referred to the Executive Director
- Requests from the media will be responded to within two hours
- The Executive Director may delegate media responses on a particular contact to a staff member, board member or celebrity spokesperson in writing.

Contact Information for Media Spokesperson:

Name: \_\_\_\_\_  
Email: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
Work Phone: \_\_\_\_\_

Contact Information for Alternative Media Spokesperson:

Name: \_\_\_\_\_  
Email: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
Work Phone: \_\_\_\_\_

Contact Information for Second Alternative Media Spokesperson:

Name: \_\_\_\_\_  
Email: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
Work Phone: \_\_\_\_\_