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BDE

Public Information Program

Marketing of Education

The St. James-Assiniboia School Division Board believes that the public must have confidence in its schools and that mutual trust between community and school is essential. Community attitudes and expectations are, therefore, important for the Board and all levels of staff to know, for support is achieved through effective two-way communication between school and community. Citizen participation imparts direction and meaning to the school program; keeping the media informed enhances school-community relations; and an informed, involved staff forms a productive team. An open climate is conducive to effective relationships between Board, administration, staff, students, parents and residents.

Division Policy KA lists as one of the goals for school-community relations the following:

To develop public understanding, through an effective public relations program/communication plan, of all aspects of school operation, both at the Division and local school levels.

Given this goal, the Board endorses the following objectives:

1. That the Division embark on a marketing program which is used to communicate the positive aspects of our school system for the purposes of:
 - a. Attracting students to our school system, and
 - b. Fostering pride and positive morale amongst our staff and students, and
 - c. Fostering positive relations with the community (both residents and business) and promoting awareness and appreciation of the School Division
2. That the marketing programs emphasize procedures for effective two-way communication, both within and beyond the school system.

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3. That the marketing program and action plans be reviewed by the Committee of the Whole, the structure and terms of reference of which are outlined later in this policy.
4. That marketing activities be carried out at both central office and individual school levels, with the following assuming primary responsibility for the marketing program:
 - a. Board of Trustees
 - b. Central Office Level:
 - i. Superintendents and Senior Management
 - ii. The Communications Specialist
 - iii. Coordinators
 - c. School Level: The Principal

It is understood, however, that to be effective the marketing plan must be supported by all members of our system, including teaching staff and support staff.

5. That the marketing program be assessed annually by the Committee of the Whole.
6. That inservice training on marketing and public relations be provided as deemed appropriate.
7. That an annual budget be struck which emphasizes the priorities in marketing established for that year.

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