

Battle River School Division Roles and Responsibilities for Communication with the Public

Board Chair

- Is the official spokesperson for Battle River School Division, on issues that are within the Board’s realm of responsibility. This includes governance and policy issues, budget decisions, student affairs and transportation.
- The Board Chair, in cooperation with the Superintendent of Schools and the Director of Communications, may act as a spokesperson when there is a need for crisis communication on any issue.
- The Board Chair is the appropriate person to communicate with the Minister of Education or any of the MLAs who interact with BRSD.
- The Board Chair may delegate responsibility for speaking on a specific issue to any particular Board member, the Superintendent or the Director of Communications.

Superintendent of Schools

- Is the official spokesperson for Battle River School Division on issues that are within his / her realm of responsibility. This includes operational or school-based issues and personnel issues.
- The Superintendent, in cooperation with the Board Chair and the Director of Communications, will act as a spokesperson when there is a need for crisis communication on any issue. The Superintendent may designate an Assistant Superintendent or the Director of Communications as a spokesperson.

Members of the Board of Trustees

- Will keep the Superintendent and the Board informed in a timely manner of all matters coming to their individual attention that might affect the Division.
- Represent the Board at school functions in their area. Board members must advise the school in advance of their attendance at an event or if they are coming to the school.

- Will share Board-sanctioned key messages with school councils in their area and provide Board-approved greetings at school events such as graduations / awards ceremonies.
- Respond to inquiries about issues in their area, with support from the Director of Communications and the Board Chair or Superintendent.
- Act as the link between their community and the Battle River School Division.
- In accordance with *Board Policy 3, Role of the Trustee*, must, upon receiving a complaint from a parent or community member about operations, refer the parent or community member back to the school or department and inform the Superintendent of this action.
- Work through the Superintendent of Schools, rather than interacting directly with the Administration or staff of a school or a worksite.

Director of Communications

- Manages the “day to day” messaging for the school division as a whole – sharing updates and information about activities, projects and issues.
- Provides background information and prepares key messages for use by Board members and the Superintendent / Division Leaders on any issue. May be asked to prepare key messages for use by Principals on specific issues.
- Acts as the communication manager in a crisis situation, working in consultation with the Board Chair and Superintendent of Schools and, as appropriate, Division Leaders and / or Admin team of a school.
- Answers general questions and inquiries from media or community members.

Division Leaders

- May be designated by the Superintendent of Schools to speak on any issue that is within their field of expertise, such as transportation, finance, technology, the condition of a building, etc.
- Will refer public inquiries to the Director of Communications and / or Superintendent of Schools in a crisis situation.

Approved: January 25th, 2018
 Amended: April 25th, 2019