

School District 70 Pacific Rim

K-12 Education Restart Plan: Stage 2

Communication Plan

Spokespeople for the school district will be the Board Chair and Superintendent, and key messages and updates will be developed, communicated, and managed through the Superintendent's office. Media enquiries and general questions from parents, partners, and community members will be directed to the Superintendent's office and addressed by the Board Chair or Superintendent/delegate as appropriate and in a timely manner. Superintendent is also responsible for advising the Ministry of significant events and providing associated communication relating to COVID19.

School principals will also reinforce key messages through their school-specific communication processes (letters, newsletters, email and social media) and respond to student-specific questions or enquiries from parents.

At the district level, communication includes weekly messages, updates and general information to students and parents/caregivers, weekly messaging to all district staff, and regularly scheduled partner group meetings. Communication also includes daily contact with school administrators to ensure consistency and clarity in messaging. At the school level, communication includes daily communication with staff and regular, ongoing communication with parents/caregivers. The timing and frequency of communication will be driven by the phases of the pandemic – more frequently as we transition into Stage 2 and less frequent as new understanding and routines are developed. At all times, emergent information will be communicated in a timely manner.

Key messages, updates and information bulletins will be broadly distributed, including posting to both district and school websites. Distribution regularly includes all school sites, employee groups, DPAC, educational partners, regional health, municipal/regional governments, and local media outlets.

Indigenous voice is captured through Indigenous Education Advisory Committee meetings and regular communication with the Nuuchahnulth Tribal Council (NTC) Director of Education, Training and Social Development. Communication with local nations also makes best use of NTC communication networks.

A strong relationship also exists with Island Health Authority at both the regional and local level. The Superintendent regularly liaises with regional Medical Health Officer and local Manager of Health Services and will ensure public health messaging is reviewed and approved by the local health authority prior to release.