

School District No. 53 (Okanagan Similkameen)

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**Governance Communications Plan**

January 2025

## **Governance Communications Plan**

### **Introduction**

The Governance Communications Plan serves as a framework and guide to enhance governance related communications. The Board's Mission, Vision, Values and Strategic Goals were used as the foundation from which to develop this communication plan. The plan provides a structure for an effective communication of the Board's work and role as governors.

### **Key Messages and Intents**

#### Key Messages

District communications will reflect the Board of Education's Strategic Goals:

- Positive Culture
  - We will foster a safe, inclusive and collaborative environment honouring diversity, student voice and anti-racism.
- Health and Well-Being
  - We will develop a holistic approach to health and well-being for students and adults through trauma-informed practices, place-based learning and community connectedness and involvement.
  - We will encourage physical activity and healthy habits to promote overall well-being, resilience and independence among students and adults.
- Student Achievement
  - We will support literacy, numeracy, and real-world skill development, while inspiring curiosity and civic responsibility.
  - Students will graduate with dignity, purpose and options.
- Supporting Truth & Reconciliation
  - We will prioritize language, culture, and history to strengthen relationships and promote equity, belonging and success for all Indigenous students.

#### Communication Intents

The following intents will be reflected in communication goals, objectives and strategies:

- Communication will be clear and concise, and regular strategies should foster two-way communication
- Strategies should communicate Board goals and celebrate student successes
- Communication should build confidence in public education, the district, schools and students
- Information and clarification on the role of the Board of Education and local trustees

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**Goals / Objectives / Strategies**

Goal:

Communicate regularly, consistently, honestly, meaningfully and openly

Objectives:

- Continue to enhance community and staff satisfaction with District communications
- Collaborate with partner groups regarding changes in policy and procedures
- Continue to build and promote trust and effective relationships with all partner groups

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<u>Strategies</u>	<u>Timeline</u>
<ul style="list-style-type: none"><li>• Invitations to Mayor and Council, Chief and Council, and Regional District representative to meet with the Board of Education to discuss mutually agreed upon topics</li></ul>	As warranted
<ul style="list-style-type: none"><li>• Distribute an electronic board report after each board meeting</li></ul>	Through the year
<ul style="list-style-type: none"><li>• Publish Education Committee Meeting reports on district website after each meeting</li></ul>	Through the year
<ul style="list-style-type: none"><li>• Ensure all communication, feedback and suggestions are acknowledged and that there is follow up</li></ul>	Through the year
<ul style="list-style-type: none"><li>• Advocacy:<ul style="list-style-type: none"><li>○ Highlights after each BCSTA Thompson Okanagan Branch meeting</li><li>○ Motions/rationale approved at BCSTA Branch and AGM</li><li>○ Highlight trustee roles and responsibilities</li><li>○ Profile advocacy letters</li></ul></li></ul>	Ongoing
<ul style="list-style-type: none"><li>• Utilize parent communication networks by working with PACs and DPAC</li></ul>	As appropriate