







# Mass Communications to Students' Families

The following **communications protocol** provides guidance to the **distribution of information** via email and websites to students' families.

Distribution from <b>SCHOOLS</b>				Distribution from <b>THE DISTRICT</b>			
	<b>SCHOOL OPERATIONS/ACTIVITIES</b> (events, teacher conferences)	<b>SCHOOL INCIDENTS</b> (emergencies in neighbourhood, significant student behaviour matters/code of conduct)	<b>DISTRICT/SYSTEM NEWS AND INFORMATION + SCHOOL SPECIFICS</b> (health & safety protocols, school schedules/start-up, FSA, Kindergarten registrations, graduations, school-based program info/engagements, etc.)		<b>DISTRICT-WIDE EVENTS, INCIDENTS</b> (snow/heat days, engagements such as budget, etc.)	<b>REGULARLY SCHEDULED GREETINGS</b> (new school year greetings, special information from the Board etc.)	
<b>Author/ Accountable Office</b> 	Office staff + school-based administrators	DOI/communications	DOI/communications	<b>Author/ Accountable Office</b> 	Associate superintendent and/or communications	Superintendent/communications	
<b>Channel/ Vehicle</b> 	School website, newsletter, TEAMS, social media, email to families as appropriate	Email from Principal/Vice-Principal	Template letter for customized school details through email and/or District website	<b>Channel/ Vehicle</b> 	Letter through MyEd, District + school websites, social media	Letter through MyEd, District + school websites, social media	
<b>Others to be informed</b> 	DOI, school-trustee liaison, PAC chair, etc.	Trustees and other partners as applicable (by DOI, associate superintendent or communications)	District stakeholders, partners as applicable, Trustees (by DOI, associate superintendent or communications)	<b>Others to be informed</b> 	Administrators through AMC, District stakeholders, partners as applicable, trustees	Administrators through AMC, District stakeholders, partners as applicable, trustees	