



KTCEA Communications

Background

The KTCEA Policy Manual, Policy 6, sets the Superintendent as lead for Communications and Community Relations on behalf of KTCEA to ensure transparent, positive internal and external communications is delivered and maintained through email, print publications, social media, digital signs and the KTCEA website. The Superintendent’s Office is responsible for all public communication and media relations for administrative matters related to KTCEA.

Guidelines

KTCEA communication will align with and promote the vision and mission for KTCEA developed by the KTCEA Elders, Nations and Board of Directors for a high quality, safe and effective education system designed to meet the unique Cree language and identity needs of students in KTC Nations. A Board Sub-Committee on Communications provides broad guidance on KTCEA Communications.

KTCEA is committed to ensuring inclusive communications (internal and external) with the KTCEA Board, communities, students, families, staff, the public and other partners in Education.

Communication goals and objectives should align with the KTCEA strategic plan and KTCEA’s brand and brand guidelines. Our brand guidelines help us to communicate who we are as an organization in a professional and consistent way that exemplifies our purpose, mission and vision. Our brand and the KTCEA logo are centered around our vision of ‘Excellence in Indigenous Education’, the people (using photos of students and staff), the Cree language and the connection to the land and land-based learning.

Information shared in KTCEA or school communications must be respectful, non-harassing and respect and maintain the privacy and confidentiality of students, staff and community members. All communications must respect copyright laws and uphold ethical standards for the teaching profession.

KTCEA communications and messages should be education-focused, follow plain language guidelines, and remain neutral by refraining from taking an active position on municipal or community operations (e.g., petitions, plebiscites, etc.).

#	Procedure	Roles & Responsibilities
1.	<p>The Superintendent will implement an annual communication work plan and activities to promote:</p> <ul style="list-style-type: none"> 1.1 Student learning aligned with the vision and mission and goals of KTCEA; 1.2 Recognition and reporting of student achievement and success; 1.3 Accurate, timely information sharing about budget, policies, procedures, programs, achievements, decisions and critical issues; 1.4 Understanding of KTCEA programs, policies, Board priorities, decisions and actions; 	<p>Superintendent’s Office Communications</p>

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	<ul style="list-style-type: none"> 1.5 Credibility, trust and proactively dispel misinformation; 1.6 Engagement and participation of students, parents and community in KTCEA; 1.7 An effective working relationship with news media; 1.8 Sensitivity to public attitudes toward KTCEA activities; and 1.9 Respect for Elders, knowledge keepers and the Cree language and culture of the KTC Nations. 	
2.	<p>Communication within and outside of KTCEA is coordinated through the following processes:</p> <ul style="list-style-type: none"> 2.1 The Superintendent is the primary spokesperson for the education authority for public communication and media relations for all administrative matters related to KTCEA. <ul style="list-style-type: none"> 2.1.1 The Superintendent will lead communications (letters to parents, or social media posts) informing parents about school closures due to direction from the Nations, for health and safety reasons, or school incidents or emergencies. 2.2 The Board Chair, or designate is the primary public/media spokesperson on behalf of KTCEA Board of Directors. 2.3 The school Principal is the primary spokesperson for the school and leads communication with parents and students regarding regular school news, and events. 	<p>Superintendent</p> <p>Board Chair or designate</p> <p>Principals and designates</p>
3.	<p>Requests for Communication Support:</p> <ul style="list-style-type: none"> 3.1 Requests for communications support may be made by KTCEA staff to the Superintendent’s Office or Communications team. 3.2 Staff may refer to the attached checklist to send requests for publications or support to Communications (e.g. special event posters, newsletters, handbooks, website updates, training for digital signs, media relations, brochures, etc.). 3.3 Approvals are required for printed documents or products by the appropriate supervisor (Example: Principal, Associate Superintendent or Superintendent). 3.4 Communications will complete the request once approvals are received. Urgent or emergency communication requests may take priority or delay some requests, on occasion. 	<p>KTCEA Staff Communications</p> <p>Principal, Director or Superintendent</p> <p>Communications</p>
4.	<p>KTCEA Printed Materials and Products</p> <ul style="list-style-type: none"> 4.1 To develop new KTCEA products or publications, staff are to follow these steps: <ul style="list-style-type: none"> 4.1.1 Send draft content to Communications to review for accuracy, editing or formatting with KTCEA logo and brand guidelines; 4.1.2 Send final draft to supervisor, Associate Superintendent, or Superintendent for approval; 4.1.3 Order final product or publication; 	<p>KTCEA Staff</p> <p>Associate Superintendents</p> <p>Superintendent Communications</p>

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	<p>4.1.4 Communications can send the correct format of logo needed and help with printing or ordering if required;</p> <p>4.1.5 Seek Communications support for ordering publications that need graphic design (e.g. handbooks, brochures, etc.).</p> <p>4.2 Superintendent and/or Communications staff review and approval is required for all KTCEA publications and products that will be shared publicly, such as printing, signage, handbooks, brochures, etc.</p> <p>4.3 Staff should seek Principal, Associate Superintendent or Superintendent’s office approval of all KTCEA products and publications prior to ordering.</p> <p>4.4 Communications team will assist with reviewing, editing, and formatting documents by request. This includes arranging for design and layout, providing logos and making final print orders, on major KTCEA publications such as brochures or program handbooks.</p>	
5	<p>Use of KTCEA or School Logos:</p> <p>5.1 Access to use the KTCEA logo can be granted by emailing the Communications Manager or Communications Coordinator.</p> <p>5.1.1 Branded templates for KTCEA documents, agendas, reports, forms, etc. have been prepared for use by KTCEA Administration staff. Additional branding and editing can be made with a request to Communications.</p> <p>5.2 Access to use the school logos can be granted by emailing the supervisor or school principal.</p> <p>5.1.2 Branded school letterhead has been created for each school and may be used by the Principal, or with permission of the Principal.</p> <p>*Please reference the approval process outlined in #6 above, prior to printing/ordering materials.</p>	<p>Communications Principal or designate</p>
6.	<p>Consent to Publish (Photographs/Video/Audio/Information):</p> <p>6.1 KTCEA and schools may publish student photographs, videos, audio, information or artwork/school work by students or individuals in KTCEA facilities or sites, with consent.</p> <p>6.2 Consent is obtained from parents and guardians each year on the school registration form, to allow publication of student images or work.</p> <p>6.3 The Consent to Publish Photographs, Videos, Audio and Information form may be used to obtain permission to publish from other individuals such as Elders or guests.</p> <p>6.4 Consent is not required to publish photos of students or individuals taken at a public event occurring in the community or elsewhere.</p>	<p>All staff Principals, KTCEA Staff</p>

#	Procedure	Roles & Responsibilities
7.	<p>KTCEA and School Social Media Procedures: Procedures for staff communication on school or KTCEA social media (website, digital signs and Facebook pages, etc.) are outlined in the AP 151 School Social Media and Website Communication Standards)</p> <p>7.1 The Superintendent’s Office and Communications manage communications on behalf of KTCEA on the KTCEA website, and social media platforms including the KTCEA and school Facebook pages and digital signs.</p> <p>7.2 Principals manage communications on behalf of the school on the official school Facebook page and school digital signs.</p> <p>7.3 All communications through social media on behalf of schools or KTCEA must adhere to AP 140 A - Responsible Use of Technology - Staff</p> <p>See AP 140B for more details on the responsible use of social media for staff.</p>	<p>Communications</p> <p>Superintendent’s Office</p> <p>Principals or designate</p>
8.	<p>Media Relations: All news releases or requests to speak to the media must be approved by the Superintendent.</p> <p>8.1 Requests for interviews about KTCEA or the KTCEA Board of Directors must be referred to the Superintendent’s office to inform the Board Chair.</p> <p>8.2 The Superintendent’s Office will inform the Board Chair of all requests for staff to be interviewed by the media about the programs they lead.</p> <p>8.3 Copies of all written materials or publications released to the media must be submitted to the Superintendent.</p> <p>8.4 Communication with KTCEA Board members will be led by the Superintendent’s Office with the support of KTCEA staff as required.</p> <p>8.5 Communications will provide support to the Superintendent, Board Chair, or other KTCEA staff to liaise with media outlets, prepare speaking notes, or review publications and news articles for accuracy as required.</p>	<p>Communications</p> <p>Superintendent’s Office</p> <p>KTCEA Staff</p>

References:

- Policy #6 – 32 to 35 Communications and Community Relations
- AP 151 School Social Media and Website Communication Standards
- AP 140B Responsible Use of Technology - Staff
- AP 307 Student Information System
- AP 150A Communication Request Checklist
- Consent to Publish Photographs, Videos, Audio and Information
- Canadian Criminal Code

Copyright Act

Procedure Amendments and Updates

The responsibility for updating and amending this procedure rests with the Superintendent's Office/Communications Manager.