



Section 6B: Operations - Workplace

Policy 6.37: Public Relations Policy and Planning

Supporting Policies:

Supporting Procedures:

Supporting Protocols and Guidelines:

Supporting Templates and Forms:

Other Resources:

Approved by Board Resolution #154-1998 06 23

Amended by Board Resolution #022-2019 02 26

Revised by Board Resolution #025-2024 02 27

The Algoma District School Board recognizes that positive public relations play an important role in the functioning of an effective organization and serve to enhance understanding and support for the Board's activities and decision-making.

The purpose of public relations is to:

- enhance public understanding of the [Mission, Vision, and Value Statements](#) of the Board,
- enhance public understanding of the responsibility and authority of the Board,
- enhance understanding and appreciation for significant initiatives underway in the school system as well as to communicate dates of interest and importance (ie. Kindergarten registration, report card distribution dates, Gr. 8 option selection),
- maintain an open, approachable response to inquiries or concerns from the public,
- develop opportunities for dialogue on education and develop opportunities for public input to Board decisions and direction,
- recognize contributions to the system and to the community,
- foster a spirit of teamwork, collaboration, and unity throughout the school system,
- enhance communication with community partners,
- establish and maintain positive working relationships with media outlets,
- Celebrate the value and purpose of public education.