

Ecole Parc School Council and Fundraising Society Communication Protocol

2016/2017 - Amended February 2023

Preamble

Though they are two separate legal entities, Ecole Parc School Council (EPSC) and Ecole Parc Fundraising Society (EPFS) often work in unison and as such, both follow the same Communication Protocol.

The Elk Island Public Schools (EIPS) Communication Protocol For Schools is the basis for the EPSC and EPFS specific Protocol and serves as a reference to this document. Where this protocol adopts content directly from the EIPS protocol, that content is shown in *italics*.

Communication Channels

Ecole Parc School Council (EPSC) and Ecole Parc Fundraising Society seek to communicate in many different ways so as to meet the needs of most parents/guardians. *Generally, the more issues-driven and/or detailed the information is, the more direct the communication channel chosen should be.*

Communication channels include:

- *Face to face communication*: Fundraising Society and Council meetings, events (both formal and informal).
- *Telephone conversations*
- *Hard copy, written communication, foyer bulletins*
- *Electronic Communications*: email, electronic newsletters, website, social media

The weekly Gazette sent out via the administration of the school will be the fundamental source of communication for the entire parent body. The school council and fundraising society will provide needed information for the gazette by Thursday morning each week to allow time for the compilation and editing of information. The SC and FS encourage the parent body to look to the gazette for their information.

EPSC and EPFS will maintain a **Facebook Group**.

(<https://www.facebook.com/groups/ecoleparcelementaireparents>)

The Facebook Group is for parents/guardians/staff. It is a closed group. Page administrators must be EPE staff and/or Executive members of EPSC/EPFS. The EPE Secretary will approve people wanting to join the group by sending a message asking what class(es) their child(ren) is/are in to confirm they have children attending our Ecole Parc Elementary. Students are not allowed to join, which is in keeping with Facebook's minimum age of 13. EPSC and EPFS will use the Facebook Group for sharing information and reminders, as well as, for gathering feedback or asking basic questions or clarification. **The facebook will often try to refer back to the gazette for weekly information for parents.** The page administrators will delete criticism and

negative comments and remove any disruptive or disrespectful members.

EPSC and EPFS will submit content to the **Gazette** on a weekly basis.

In partnership with the school, EPSC and EPFS each have a page on the **school website** (www.ecoleparcelementaire.ca). The school Secretary will post meeting agendas, minutes, general information, along with, names of the Executive, Committee chairs, and meeting dates for the year to the Fundraising Society and School Council pages respectively. Executive members responsible will send the EPE Secretary the content, or information to be posted, changed, or removed as necessary.

The school council will maintain their own and separate website www.EPESchoolCouncil.com. This website will hold information in regards to the business of the School Council and the Fundraising Society on an updated basis. The School Council Secretary will maintain this page as needed. The website will be a business account to achieve the goal of selling fundraising products and hot lunch orders on the website. The account will be set to the Fundraising Societies bank account to receive funds. The treasurer of the Fundraising Society will be the main source of contact for the money management through the site as per Canadian and international regulation.

Responsibility Matrix

The division of responsibility for communicating information for both EPSC and EPFS is laid out below in appendix A of this document.

Being Respectful in All Forms of Communication

Regardless of the communication channel used or the people involved, all communication should adhere to Board Policy 19, Welcoming, Caring, Respectful, and Safe Working and Learning Environments (<https://www.eips.ca/about-us/board-policies/535>) and Administrative Procedure 170, Welcoming, Caring, Respectful, and Safe Working and Learning Environments (<https://www.eips.ca/about-us/administrative-procedures/170>).

EPSC and EPFS will respond to all respectfully brought forward inquiries or concerns and will follow EIPS policy to deal with harassment.

Addressing Concerns

If Parents/Guardians have concerns, they are encouraged to address the appropriate person directly. General questions or concerns can be brought to any EPE staff member, EPSC or EPFS executive member, outside of the monthly meeting. There is always an Open Questions section on each monthly meeting agenda. Those with concerns are encouraged to try to address any issues directly with the appropriate party; they are welcome to address the concern at a meeting as long as it is done respectfully.

Response Time Frames

EPSC and EPFS will endeavor to respond promptly and within reason to all inquiries and concerns. Please be mindful, however, that our members are all volunteers and at times have other pressing commitments as well. If not able to respond, they will endeavor to at a minimum acknowledge the inquiry/concern and either indicate when they will be able to respond, or to ask another person to take over the response.

Referenced Addendum Documents

EIPS Communication Protocol for Schools <https://www.eips.ca/download/40981> Board Policy 19, Welcoming, Caring, Respectful, and Safe Working and Learning Environments <https://www.eips.ca/about-us/board-policies/535>

Administrative Procedure 170, Welcoming, Caring, Respectful, and Safe Working and Learning Environments. <https://www.eips.ca/about-us/administrative-procedures/170>

Administrative Procedure 110, School Councils <https://www.eips.ca/about-us/administrative-procedures/110>

Appendix A:

Ecole Parc School Council and Fundraising Society Communication Protocol 2016/2017

Responsibility Matrix

| Item | Lead | Action | Involved | Deadline |
|-----------------------|--|---|--|----------------------------|
| Meeting Agenda | Chair | Email Executive Committee, and relevant EIPS Staff. Post to EPE website. | EPE Secretary | One week prior to meeting. |
| Meeting Minutes | Secretary | Email Executive Committee, and relevant EIPS Staff. Post to EPE website. | EPE Secretary | One week after meeting. |
| EPE Website | Secretary | Review all relevant webpage content and provide updates as needed to EPE Secretary. | EPE Secretary | Monthly |
| Facebook | Chair or other designate as decided upon by Executive. | Post school news, event, and meeting information. | EPE Secretary. Authorized page administrators. Lead person for event to be promoted. | As required |
| Foyer Bulletin Board | Event Coordinator | Post event information. | | As warranted. |
| Foyer Digital Display | Chair | Identify highlights from Gazette content to be displayed on screen. | Principal | As warranted. |

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| Event Promotion | Event Coordinator | Create appropriate take home information and in school posters for event to be promoted. Provide content for all communication channels. | Any additional volunteers for event. Leadership students | 1 month prior to event and then management and updates during the event. |
| Gazette | Chair | Write content for weekly Gazette and send to Principal. | Principal | Friday |
| School Council / Fundraising society website | secretary | Hot lunch coordinator, secretary, and treasurer must have easy access to the website on a consistent basis. | Executive and hot lunch coordinator | Task specific |

Note: Event Coordinator refers to any volunteer who is in charge of coordinating a particular event for EPE, EPFS, or EPSC.

In adherence to Administrative Procedure 110, School Councils, *Procedure 19 – All school council communication materials shall be reviewed by the principal prior to distribution.*