



## **Communications Plan**

*Updated August 2020*

### Policy Purpose:

To improve school communication, both internally through staff members/departments and externally between staff and non-employee stakeholders.

### Policy Rationale:

The benefits of effective communication positively effect employees, parents/guardians, and other stakeholders associated with Studio9. These include the following:

- For Studio9 to be considered trustworthy, consistent, ethical, and transparent;
- For health-related information authorized for dissemination by the local health authority to be provided to parents/guardians and other relevant stakeholders;
- Relationships within and among personnel are healthy and both work together toward common goals;
- The public is informed, connected, and/or can easily access appropriate information;
- All employees and board members are connected to the organization's core purpose and goals; and,
- All employees and board members are committed to individual and organizational capacity building and to continuous development.

Studio9 is committed to continuous improvement in order to uphold our values and achieve our strategic goals. Communication plays an integral role in achieving success in these areas. We will build trust, respect, and mutual understanding through open, proactive communication that conveys the achievements and challenges of the school.

Our Communications Plan seeks to achieve the following goals:

#### 1. Consistent and Authentic Engagement with all Stakeholders

Building understanding and trust requires effective information gathering and dissemination. We will use consistent and authentic engagement processes to collect stakeholder's feedback and report necessary information regarding Studio9. This may include our strategic planning; calendars and timetables; policy creation/updates; student success; new employment; Ministry of Education initiatives; staff professional development; school improvements/changes; health updates (those that are not under the jurisdiction of or are directed by the local health authority) and more.

Parent/guardian and staff communication is also integral in building healthy relationships between Studio9 and its stakeholders. Studio9 is committed to

maintaining open, continued communication with designated parents/guardians regarding the academic, behavioural, and emotional well-being of their child(ren) who attend the school. Communication in the form Zoom meetings, phone calls, emails, informal reports, and formal reports will occur on an ongoing basis throughout the school year. Parents/guardians are able to communicate any questions or concerns that they may have to the appropriate staff member and will be responded to in a timely fashion. Parents/guardians who are not satisfied with responses are able to communicate their concerns to the Principal.

## 2. Clear, Focused, Timely, and Purposeful Messaging from Studio9

Understanding of communication between parties requires accurate information. We will use a streamlined approach to communication and provide clear, focused, and purposeful messaging to our Studio9 stakeholders. This may include information provided on our website (updated regularly by Mike Guzzi); information on our social media (updated regularly by Patricia Rockwell); emails from administration/office/classroom/staff regarding important dates or news; information that the Ministry of Education has asked schools to disseminate to parents/guardians; information that our regional health authority has asked schools to disseminate to parents/guardians; personal phone calls regarding attendance, illness, registration, and other information; letters from administration/office/teachers sent home via students, and more.

Studio9 has appointed both Mike Guzzi, CEO and Cadence Trites, Principal, as spokespersons for the school. Both Mr. Guzzi and Mrs. Trites will be responsible for school-related communication beyond communications with parents/caregivers which teachers will provide as part of their instructional duties. This includes providing clear communication in order to respond to any inaccurate information circulating in the school community.

Patricia Rockwell has been appointed to communicate matters pertaining to enrolment, payment, reminders, and other office matters to parents/guardians and interested potential clients.

Homeroom teachers and classroom teachers will inform parents/guardians of all pertinent information regarding the academic, behavioural, and emotional well-being of their assigned students. General emails may be sent to parents, regarding classroom routines, special events, etc. Phone calls, emails, in-person conversations, and other communications must be B.C. Freedom of Information and Protection of Privacy Act (FOIPPA) compliant. Information about other students, including but not limited to academic performance, behaviour, and emotional needs, may NOT be shared with parents/guardians or other members of the public.

### Health-Related Information Dissemination

During times of public health crisis, such as the COVID-19 pandemic, higher frequency (e.g. daily) communications will occur during initial and key transition phases of the

pandemic event, and then shifting to a less frequent but regular schedule thereafter. Communications will be sent via email directly to staff and parents/guardians, unless otherwise requested by the staff member or parent/guardian.

The regional health authority to whom Studio9 reports is Interior Health. Information is sent directly to:

Jean Chen RN BScN  
Public Health Nurse  
Rutland Health Centre  
155 Gray Road. Kelowna, BC V1X 1W6  
Ph: 250.980.4825 | Email:Jean.Chen@interiorhealth.ca

Health and safety protocols are identified and addressed by both the Principal and the CEO, who work in conjunction with custodian and staff members who have identified concerns regarding health/safety within the school.

The process that Studio9 utilizes for connecting with/disseminating information from the regional health authority (Interior Health) regarding internal school messaging/training and media requests related to COVID-19 is as follows:

1. Public statements and communications to parents/caregivers and staff containing public health messaging, including references to confirmed or suspected cases of COVID-19 within the school community, must be reviewed and approved by Interior Health prior to release.
2. Information from the B.C. Public Health Authority and Interior Health that has been sent to Studio9 for dissemination to parents/guardians and staff, such as infection prevention and exposure control measures, will be sent to parents/guardians and staff via email as well as posted on the Studio9 website.
3. Media requests regarding confirmed or suspected COVID-19 cases, potential exposure at a school or potential risk of transmission within a school setting will be directed to the regional health authority (Interior Health) for response.
4. The process that Studio9 will utilize for keeping the Ministry of Education informed of significant events and associated communications to school communities related to COVID-19 will be direct communication via telephone at (236) 478-2712 or by email at [educ.covid@gov.bc.ca](mailto:educ.covid@gov.bc.ca). Mrs. Trites will be responsible for this communication.
5. Staff will be continuously updated and trained on information provided to us by the B.C. Provincial Health Officer and/or Interior Health, including the risk of exposure to COVID-19 and the signs and symptoms of the disease, safe work procedures or instruction to be followed, including hand washing and cough/sneeze etiquette, how to report an exposure to or symptoms of COVID-19, changes made to work policies, practices, and procedures due to the COVID- 19 pandemic and keep records of that training.

6. Early and ongoing health/safety orientation will be provided for staff during the two week Pro-D sessions prior to school year start, and throughout the school year as needed.

7. Early and ongoing health/safety orientation will be provided for students during the first days back to class and throughout the school year as needed.

8. Early and ongoing health/safety orientation will be provided for parents/guardians in the form of an information session via Zoom prior to the school year and and throughout the year, as needed.

### Studio9 School-Level Strategies

#### *External Communication (General Business)*

- Websites: Engaging modern platforms with links to news, documents, and general information, updated regularly by Studio9 staff.
- Social Media: Engaging modern platforms with links to news, documents, and general information, updated regularly by Studio9 staff.
- Email: Professional, concise, and FOIPPA compliant, with critical information noted and the use of “for information” and “for action” stated.
- Phone calls: Calls for specific student matters are standard practice, FOIPPA complaint.
- Meetings: Public meetings, within local health authority approved numbers for groups, regarding areas of interest to parents and community. Private meetings for specific student matters. Zoom meetings will be preferred during times of COVID-19 risk; all FOIPPA compliant.
- Newsletters via email from the office: Updates from Studio9 as needed in easy-to-access format.

#### *External Communication (Urgent Information for Stakeholders)*

- Email: Professional, concise, and FOIPPA compliant, with critical information highlighted and the use of “for information” and “for action” stated.
- Phone calls: Personal calls for specific matters; use of Brightlight to distribute sensitive or timely information by text and email; all FOIPPA compliant.
- Website: School website updated with information intended for a broad audience.
- Social Media: Used to augment and supports other information sources.

#### *External Communication (Media)*

- CEO to screen, direct, and respond to media inquires in a timely fashion.
- Input from the B.C. Ministry of Education for Independent Schools and/or the Federation of Independent Schools Society may be requested prior to responding to media.

*Internal Communication (General Business)*

- Email: Professional, concise, FOIPPA compliant, and the use of “for information” and “for action” stated.
- Phone: Between employees, with texting for urgent information sharing.
- Meetings: For professional development, monthly staff meetings or as needed.
- Websites: Reference for Important Dates, Policies and Regulations, and Calendar information.