


# The School Committee's Role in Effective Communication


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RHODE ISLAND ASSOCIATION  
OF SCHOOL COMMITTEES

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communications



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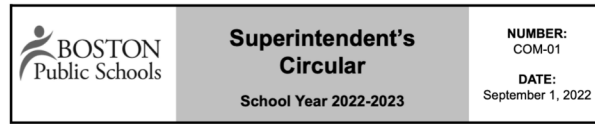
EFFECTIVE  
COMMUNICATION

Key  
School Committee  
Responsibilities

**1** Adopt / update district **policies** related to effective communication.

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# Communications Policy



## COMMUNICATIONS POLICY

*This policy circular only applies to School Year 2022-2023.*

The Boston Public Schools (BPS), Boston School Committee, superintendent, and all central and school-based staff are responsible for communicating accurately and effectively with families, students, colleagues, partners, and the community. Ongoing communication with all stakeholders is essential to developing and sustaining effective home/school/community partnerships for improving student achievement.

The Boston School Committee affirms the following principles:

- Families and citizens have a right to know what is occurring in their public schools.
- All BPS employees have an obligation to ensure the public is kept systematically and adequately informed.
- Boston Public Schools staff and families benefit from improved sharing of information – positive and negative.
- Written and verbal communication from schools and employees should reflect the BPS commitment to supporting all children and families, focusing on student achievement through high-quality teaching and learning.
- Effective communication requires an ongoing two-way exchange between schools and constituents, including thoughtful mechanisms at the school and district levels for seeking family, student, and community perspectives on critical issues and decisions.

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## EFFECTIVE COMMUNICATION

### Key School Committee Responsibilities

- 1 Adopt / update district **policies** related to effective communication.
- 2 Allocate sufficient **resources** (approve a budget) for the district's communications functions.
- 3 Rate communication skills as part of the Superintendent's **evaluation**, and offer professional development to help improve.
- 4 Provide opportunities for family, staff, and community **input and engagement** on policy, budget, and other School Committee issues.
- 5 Serve as **ambassadors**: Communicate the district's mission, vision, goals, and strategic priorities (the district plan) to the community.

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## Define and communicate “the big picture.”



What are the district’s **goals**,  
and how will we achieve them?

What are the district’s **challenges**,  
and how will we overcome them?

Build awareness and support throughout the community  
about your **District / Strategic Plan**.

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## School Committee President / Chair Critical Roles



Setting Public Meeting Agendas



Managing Public Meetings



Coordinating SC Communication



Serving as Spokesperson

6

## School Committee Meetings



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## Crisis Communication



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## Social Media



- “barometer”
- audience judgement
- which accounts?
- commenting

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## Questions & Comments

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