

**THE PROTESTANT SEPARATE SCHOOL BOARD
OF THE TOWN OF PENETANGUISHENE**

POLICY MANUAL

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Communications

School Board and Committee Roles 2 – II

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COMMUNICATIONS

Purpose of Committee

The Board's (School Authority's) Communications Committee is responsible for developing and implementing a communication and public affairs strategy in support of the vision, mission and values of the Board.

One of the key goals of the Committee is to celebrate the unique gifts and talents of the Board's students, staff and members of the school community.

Some of the services provided by the Committee include:

- (a) Internal publications, newsletters and other print material
- (b) News releases and media relations
- (c) Web site development and support
- (d) Visual identity program support
- (e) Involvement in marketing and advertising services to promote the Board and Protestant education.

Frequency of Meetings

The Communications Committee provides written/verbal reports to the Board as a whole, as needed.