

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

**POLICY MANUAL**

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**POLICY TITLE:**

**SECTION/CODE:**

**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.

The Supervisory Officer is the spokesperson for the Board.

One of the primary objectives 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 may include:

- (a) Internal publications, newsletters, and other print materials
- (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 and or verbal reports to the Board as a whole, as needed.