Greater Essex County District School Board

Policy: Trustee Protocols for External Communications

Reference No: P-GV-07

The Greater Essex County District School Board recognizes that effective external communication enhances Trustees' ability to represent their community, encourages public participation, understanding and consensus. Good governance and clearly articulated common practices promote public confidence and enhance the effectiveness of a Board. Therefore, Trustee protocols are fundamental to ensuring consistency and accuracy of external communications.

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Regulation: Trustee Protocols for External Communications

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This Regulation is intended to promote consistent messaging and external communication between Trustees and community members as well as Trustees and representatives from the media.

The Chair of the Board will act as spokesperson to the public on behalf of the Board of Trustees, unless otherwise determined by the Board of Trustees, in accordance with Education Act Section 218.4(e).

As per Section 218.1(e) of the Education Act, individual trustees shall uphold the implementation of any board resolution after it is passed by the board.

In accordance with Board Governance Bylaws Section 5.6 and the GECDSB Regulation: Trustee Code of Conduct, Trustees shall maintain confidential all matters discussed in Private Session.

General Communication

a) As ambassadors of education, Trustees should endeavor to promote and instill confidence in public education and the Greater Essex County District School Board.
b) Trustees may communicate through various means, including individual discussions or, with the approval of the Chair, through media interviews or public speaking engagements at community events. Such communications should support the Board's mission, vision and strategic priorities.
c) When conveying any personal statements, the Trustee should identify it as a personal opinion and not the opinion of the Board.
d) Trustees shall abide by the GECDSB Policy and Regulation: Trustee Code of Conduct and avoid personal criticism and disrespect of the intentions or actions of other Trustees, staff, parents or students.
e) After a board decision has been made, Trustees' communication must reflect that they uphold the decision and the implementation of any Board resolution. Any dissension must be respectfully expressed as a personal opinion.