

# **BARRINGTON PUBLIC SCHOOLS COMMUNICATIONS POLICY**

The Barrington Public Schools (BPS), Barrington School Committee, Superintendent, and all central and school based staff have a responsibility to communicate 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, and well-being, as well as fostering strong community relationships.

The Barrington School Committee affirms the following principles:

- Families and community members 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.
  - Barrington Public Schools staff and families benefit from improved sharing of information, both positive and negative.
  - Written and verbal communication from schools and employees should reflect the BPS commitment to supporting all children and families, with a focus on student achievement and well-being 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.
- Language used to communicate with families and the community must be free of educational jargon, acronyms and other terminology unfamiliar to the public.
- All communication must reflect and be sensitive to the diversity of BPS families and staff, free of bias with respect to race, ethnicity, language, education, income, gender, religion, sexual orientation, and/or disability.

In keeping with these principles, the Superintendent shall issue district-wide procedures and guidelines to foster effective communication in key areas such as media relations, emergency communications, customer service, publications, presentations, photography, events, and translation/interpretation.

To ensure brand consistency and to help families identify official BPS publications and properties, schools must display the BPS logo on websites and publications. Stationery and signage should incorporate the BPS logo and/or the Town of Barrington Seal. The BPS logo may not be altered and must be reproduced in its correct aspect ratio.

It is the responsibility of every school, office and program in the Barrington Public Schools to adhere to these procedures and to execute additional strategies for effective communication. The BPS Central Office Team shall provide leadership, resources, guidance, and technical assistance to support the district and schools in these efforts.

First Read: 6/15/2017

Approved: 7/13/2017

Revised: