

Toronto District School Board

Policy P.053 COM:

Student Trustee and SuperCouncil Communications

Statement

The TDSB student trustees and executive members of the SuperCouncil are elected by their peers to represent TDSB secondary students at the Toronto District School Board. They, therefore, have a right and a responsibility to communicate with TDSB secondary students on a regular and effective basis.

Student trustee and SuperCouncil communications, (hereafter referred to as “student communications”) such as newsletters, brochures, flyers, or electronic postings on the TDSB web site that have mass distribution and are paid for with Board funds, will adhere to the following policy.

This policy does not apply to agendas, minutes, or other governance documents required by the SuperCouncil or education office student councils that are subject to different procedures.

1. Definition

This policy applies to written and electronic communications sent by student trustees and SuperCouncil members to all secondary school students, student councils, or any other mass distribution. These communications include newsletters, brochures, announcements, and other forms of written communications. It also applies to any electronic posting on the Student page of the TDSB web site.

2. Content and Design

- (a) Student trustees and SuperCouncil members are responsible for the content of their communications in consultation with the student governance administrative leader or staff advisors. Student trustees and SuperCouncil members are entitled to access copy from Board reports, documents and other TDSB publications unless otherwise copyrighted.
- (b) Student communications that are produced and paid for by the Board and intended for mass distribution to TDSB secondary students shall not contain criticisms of other trustees, staff or statements that could cause the Board embarrassment or liability.
- (c) Student communications must abide by all TDSB policies and procedures.

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- (d) All student communications must contain the TDSB logo and adhere to the graphics standards established for TDSB communications. The SuperCouncil logo should also be used on all of its communications.

3. Approval

All written and electronic materials must have the approval of the student governance administrative leader or designate prior to publication.

4. Communications Vehicles

- (a) SuperCouncil Web Page The TDSB Web site will include a page for the SuperCouncil to communicate with TDSB students.
 - (i) A staff contact from Information Technology Services will be appointed to liaise with the students who are uploading items to the student Web page.
 - (ii) Students are responsible for items posted on this site, subject to the terms of this policy.
- (b) Student-to-student communication In a school board the size of the TDSB, it is necessary to provide alternate methods for students to communicate with each other.
 - (i) A dedicated phone line with voice mail is available for SuperCouncil communications.
 - (ii) A mailbox on Outlook is available (supercouncil@tdsb.on.ca) to facilitate student-to-student communications.
 - (iii) The student phone number and email address has been communicated to all secondary students.
- (c) Governance Structure The Communications and Public Affairs Office in consultation with the SuperCouncil executive and the student governance administrative leader will develop a method to communicate the new governance structure to TDSB secondary students.
- (d) SuperCouncil Newsletter *The Student Voice* is a newsletter distributed to all secondary students each year. There will be two issues of *The Student Voice* per school year.
 - (i) One issue will be published in the spring to help promote the student conference and elections. The second issue can be scheduled for the fall.
 - (ii) Distribution of *The Student Voice* will be done through TDSB internal mail.

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- (e) Promotion The SuperCouncil Communications Officer will liaise with the Communications and Public Affairs department to promote the activities of the SuperCouncil and education office student councils.
- (f) Media relations - As elected representatives of TDSB students, student trustees and SuperCouncil members communicate in an articulate, professional and effective manner. Student trustees and SuperCouncil members are responsible for any comments made in public or to the media.
 - (i) The Communications and Public Affairs Office will be available to assist student trustees or SuperCouncil members with media training and prior to any public/media statements.

5. Support and Resources

- (a) The TDSB will provide the appropriate staff support and resources to achieve the terms of this policy.
- (b) The student governance administrative leader, in consultation with staff advisors and SuperCouncil members, will prepare a budget each fall for student communications and promotion activities. A copy of this budget will be forwarded to relevant TDSB departments for project planning.