



Notification / Communication

New or revised policies and administrative directives

Board of Education policies and administrative directives are posted to the Board page of the district's website. PPS staff, families, students and the general public must be able to reference policies and administrative directives and should be actively informed about substantive proposed changes and the implementation of new or modified policies that impact their areas of interest or responsibility. The following outlines a process for ensuring the district informs key stakeholders and makes information accessible to the public.

Based on the area of responsibility, each policy or administrative directive, will be assigned to a Superintendent's Leadership Team (SLT) member to serve as a subject matter expert and to direct staff and facilitate the process of operationalizing changes. It is this person's responsibility to initiate appropriate notification and once policies and administrative directives are established or revised and the Department of Communications and Public Engagement will be responsible for appropriate formal communications.

Once a policy or administrative directive is finalized, it is sent to the Office of the General Counsel to record and post on the Board page on the district's website.

The SLT leader assigned to the policy will use the following questions to guide activities that ensure staff and impacted school communities are appropriately consulted and informed about new policies or policy revisions. This information will also be used to inform the communications plans supporting the implementation of new policies or revisions to existing policies.

- ✓ Has the Communications department been notified about the proposed policy change or new policy?
- ✓ What other staff or workgroups are impacted or have responsibilities under the new policy or AD?
- ✓ Who do these staff or workgroups report to? How will these supervisors and their direct reports be informed of the new policy? (Meetings, memos, trainings, goals, project plans, etc.)

- ✓ What processes must be either established, discontinued or replaced to meet the policy requirements?
- ✓ Who is responsible for ensuring these changes are implemented?
- ✓ How will new employees be informed of these requirements?
- ✓ Does the new policy or AD replace or change any established training materials that are already in place?
- ✓ Do new training materials for any new or current employees need to be developed?
- ✓ Who are the key stakeholders who will be interested in this policy change? What external audiences will be impacted by this policy change?
- ✓ What is the appropriate timing for notifying external stakeholders? (follow Communications protocol for appropriate cascade of information)
- ✓ What are the best channels and tools for communicating? (in some cases a more detailed communication plan may be necessary and will be developed by CAPE)
 - Channels may include owned media, earned media, email via School Messenger, etc.
 - Language access needs will be considered for external audiences
 - Tools may include web story or additional web content (in addition to posting the Board page), media releases or media interviews, training materials, policy manuals, FAQ's, etc.
- ✓ Is there any other public facing web content or collateral materials that need to be removed or updated?