



<u>DUFFERIN-PEEL CATHOLIC DISTRICT SCHOOL BOARD</u>	
<u>POLICY</u>	
POLICY NUMBER:	P-5014
SUBJECT:	Trustee Media Relations and Communications
REFERENCE:	P-0003 – Code of Conduct – Trustees
EFFECTIVE DATE:	September 24, 2024

"I have taught you the way of wisdom; I have led you in the paths of uprightness...Keep hold of instruction; do not let go; guard her, for she is your life."

Proverbs 4:11, 13

1. The Dufferin-Peel Catholic District School Board (DPCDSB) values the promotion and maintenance of consistent, positive relations with its stakeholders, the broader public, and the media, to promote Catholic education in alignment with the Ministry of Education's priorities, which include achieving excellence, ensuring equity, promoting well-being, and enhancing public confidence, as well as the foundational values of the Board of Trustees' Multi-Year Strategic Plan (MYSP).
2. This Policy governs all requests from the media, as well as any statements an individual Trustee, including Student Trustee, may consider making to the media, or on social media, relating to education and the business of the DPCDSB.
3. The DPCDSB Trustee Code of Conduct recognizes that Trustees occupy positions of public trust and confidence, and that they must be, and seen to be, acting in the best interests of the Board and public they serve. The Code of Conduct states:

"Trustees are governors, advocates and community leaders... As advocates, they inform and influence public perceptions and provincial education law and policy. As community leaders, trustees engage with the public to build understanding, guidance and active support for publicly funded Catholic education."

4. In meeting these responsibilities, Trustees must adhere to the Education Act and the Board's By-law, which state that the Board Chair shall act as spokesperson on behalf of the Board of Trustees, unless otherwise determined by the Board.
5. When exercising this authority, the Chair shall consult with the General Manager, Communications and Community Relations, and the Director of Education (or designate), before responding to a media inquiry, or issuing a public statement, including comments on social media.
6. If an individual Trustee is approached by the media for a comment, or is considering making a public statement, they shall be guided by the following:
 - a. On any matter relating to school board operations, the Trustee shall refer the inquiry to the Director of Education. If the Director is not available, then the General Manager, Communications and Community Relations shall be informed of the inquiry.

- b. On any matter before the Board of Trustees, the Trustee shall consider their fiduciary duty to the Board, which includes a duty of loyalty and confidentiality, as well as a duty to comply with the Trustee Code of Conduct and DPCDSB policies, which provide that the Chair is the spokesperson for the Board of Trustees.
- c. A response to a media inquiry or a public statement on an educational matter will be deemed to have been made by a Trustee of the DPCDSB, and not by the Trustee in their personal capacity. Trustees are therefore strongly discouraged from responding to such media inquiries or making public statements, without consulting with the Chair, the Director and/or the General Manager, Communications and Community Relations.