Module 4 – SCC Communication

Part of the province's vision in creating SCCs (as outlined in the Handbook for School Community Councils and Principals) was that "*The School Community Council is accountable, transparent, and responsive in its relationship with parents and the school community."*

Central to achieving this vision is communication. Communication is simply the exchange of information. It is through communication that SCCs engage parents and community members in school activities, understand the needs of students in the community, and report to parents and community members on council operations.

Engaging Parents and Community Members

An important part of the SCC mandate is to help engage parents and community members to share the responsibility of supporting students with their academic achievement and well-being. To fulfill this responsibility, parents and community members need to be aware of the role of the SCC and how they can help support student learning.

Communication Methods
- Written Communication
- Verbal Communication
- Social Media

Communication Ideas
- Host Special Events
- Submit Info to Local Paper
- Send Out Mailings
- Make Introductions at School Events
- Provide Meeting Invitations
- Attend Open Houses and Other School Events
- Create Pamphlets
- Survey Parents
- Take Photos and Videos
- Make Public Service Announcements
- Email SCC Highlights
- Include Info in School Handbook or Create Handout
- Submit Info to School Newsletters
- Post on Social Media
- Send Synervoice Messages
- Make Telephone Calls
- Volunteer in Classrooms and at School Events
- Create an SCC Website
- Submit Info to School Website
- Post Notices

Understanding Community Needs

As an SCC member, you'll develop a deeper understanding of your community as you interact with parents and community members, work with the learning plans of the school, and develop action plans to support the academic achievement and well-being of students.

The economic, social, and health conditions of a community provide members with a better understanding of the environment in which the students live and learn.

Gather Information
There are a few different ways that SCCs can develop this understanding of their community and its needs as it relates to student success. To gather information, councils can:
- send out emails or printable surveys,
- conduct in-person or telephone interviews, or
- hold meetings with parents and community members.

Supports
In addition to understanding the conditions and needs of the community, it is important for SCC members to be knowledgeable about the supports that are offered both in the school and the community.

This information is important for two reasons:
- The information can be shared with both parents and community members when needed.
- Gaps in support can be identified and the SCC can work towards developing the resources or supports needed to fill these gaps.

Communication with both parents and community members will help the council to understand the challenges that are facing the students in their community and how they can best support the students.

Reporting SCC Operations

There are two different types of reporting required by the SCC. The SCC must:
- provide formal reports on their activities and operations, and
- informally report on the progress of their action plans and other information useful to parents and community members.

Formal Reports
The two formal reports that SCCs need to create and share with parents each year are the Annual Activity Report and the Annual Financial Report. The Annual Activity Report provides information on the actions of the SCCs and the outcomes of those actions. The Annual Financial Report provides an accounting of all the funds and how they were used over the course of the school year.

Informal Reporting

Throughout the school year, SCCs report to parents and community members about the progress of their action plans and their support of the academic and wellness goals of the school's learning plan. Updates are given at council meetings and recorded in the minutes which are posted on the school's website. In addition, highlights can be shared in newspapers, on SCC websites, through social media, etc.

School Community Council Communication

There are several different stakeholders that SCC members need to communicate with in their role on the council. These communications are outlined in the SCC Operations Manual.

Stakeholders include:
- Board
- School Staff
- Senior Administration
- Community

Communication with Board Members
- The Director and Board Chair will develop a procedure that allows for two-way communication with SCC members.
- Council members will meet at least annually with the Board.
- The names of board members and meetings dates will be made available to all SCCs in the school division.
- Board members may attend SCC meetings to foster communication.

School Staff Communication
- The principal will initiate activities that encourage communication between home, school, and the community.
- The principal will present the learning improvement plan at an SCC meeting and encourage discussion and input from its members.

Communication with Senior Administration
- The Director of Education/CEO or designate will provide a means of communication with senior administration staff and may attend council meetings to share or gather information related to the school, school division, or progress related to the School Division Strategic Plan or other initiatives.
- If an individual council wishes to meet with the Superintendent of Education, the principal will invite the individual to attend a meeting.

Communication with Community Members
- Council will initiate activities that encourage communication between home, school, and the community.