

COMMUNICATIONS POLICY

This Circular will remain in effect unless rescinded or superseded by a subsequent version.

The Boston Public Schools (BPS), Boston School Committee, superintendent, and all central and school-based staff are responsible for communicating 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.

The Boston School Committee affirms the following principles:

- Families and citizens 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.
- Boston Public Schools staff and families benefit from improved sharing of information – positive and negative.
- Written and verbal communication from schools and employees should reflect the BPS commitment to supporting all children and families, focusing on student achievement 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 non-educators.
- 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, or disability.

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

To ensure brand consistency and help families identify official BPS publications and properties, schools and departments must display the BPS logo on websites and publications. School and department stationery and signage should incorporate the BPS logo, the Boston city seal, or both. The BPS logo may not be altered and must be reproduced in its correct aspect ratio. The logo digital and printable files are available at the [BPS-LOGO](#) folder.

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

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