

Communications

School business officials in the communication area of practice demonstrate clear, concise communication and are skilled in the practical applications of it.

They are experts in PR, presentation, and strategy, and communicate with stakeholders, staff, students, and the public.

The Communications management area of practice encompasses:

- General Communications
- Social Media



As an affiliated associate with ASBO International, we have aligned our professional standards to those of the global community to reflect the current roles and responsibilities of members working in the business, finance, and operations in the K-12 education system in Alberta.

This profile tool is intended to frame your reflection on your practice, based on the indicators for each area of the Planning and Evaluation practice standards.

A suggested approach for using this tool:

Evidence in Practice

Review each of the statements highlighting ones that represent practices you demonstrate.

Identify those practices you demonstrate in the “Evidence of Practice” column. (are the practices observable? Are they measurable?)

If you currently demonstrate a practice that is not described, consider adding it to evidence in practice column.



Areas for Growth

Reflect on your current practice and on the job behavior as they relate to the area of practice to assist you in identifying areas for growth.

You may choose to add additional indicators based on shared practices and/or emerging legislation and/or research that identify areas in which you would like to grow.

This tool is intended for your personal use. You may choose to share with mentors and/or colleagues as you see fit. It is also a good tool to use when identifying areas of experience and/or specific PD/CPD required in meeting or maintaining the CSBO designation. Individual members who wish to do a more in-depth assessment of their current skill levels, may wish to request a copy of the [2021 ASBO International School Business Management Professional Standards](#) which provides further information for entry, mid and senior level guides for competencies.



AREA OF PRACTICE

Communications Management

GENERAL COMMUNICATIONS

In the general communications function, school business officials maximize their tools to become both listeners and communicators, demonstrating skills in presenting, writing and verbal communication. They understand effective communication strategies and techniques and are able to use the various tools available.

INDICATORS	EVIDENCE IN PRACTICE
<p>A school business official understands and demonstrates the ability to:</p> <ul style="list-style-type: none"> a) Demonstrates strong written, verbal, non-verbal communication skills b) Comprehend effective communication strategies and techniques and assist in the development and implementation for both external and internal communications. c) Identify the primary components of public information management and public relations. d) Develop a clear understanding of the major stakeholders within the school authority. e) Present financial data to various school and community stakeholders in a variety of formats, including the district website, communication tools, or social media platforms. f) Assist in the development of procedures for the management of public information programs and departments that relate to school-community relations. g) Assist in the development of a plan for a positive school-community relations program for the business office and the school authority. 	<div style="border: 1px solid black; height: 300px; width: 100%;"></div> <p style="text-align: center; border-top: 1px solid black; border-bottom: 1px solid black;">AREAS FOR GROWTH</p> <div style="border: 1px solid black; height: 150px; width: 100%;"></div>

AREA OF PRACTICE

Communications Management

SOCIAL MEDIA

In this function, school business officials ensure there are appropriate social media policies and processes in place for everyone in the system – including children, teachers, the board and other staff members. They understand the legislation, privacy policies and copyright legislation around social media, and know when to use social media for crisis communications. They also follow the Freedom of Information and Protection of Privacy Act (FOIP Act) and know how it impacts school authorities.

INDICATORS

A school business official understands and demonstrates the ability to:

- a) Understand the major tools, categories, and possible uses of social networking.
- b) Understand copyright, security and privacy legislation as it relates to the use of social media sites and how it impacts the school authority.
- c) Understand the importance of digital identity and reputation management using social media.
- d) Navigating, evaluating, and creating professional content on social networking sites.
- e) Assist in the development of acceptable use policies and practices for networking and social learning for everyone in the system.
- f) Follow netiquette, conform to ethical standards, and interact appropriately with others online

EVIDENCE IN PRACTICE

AREAS FOR GROWTH