

Hello ASD-W Families,

With more than six weeks of school now behind us, I thought this would be a good time to connect with parents and guardians about communication and its important role in the school experience for our 24,600 students across Anglophone West School District (ASD-W).

SchoolMessenger Communication

SchoolMessenger is used by our district and 70 schools to share important information with families by phone, email, or text, either district-wide or at the school level.

If you are receiving this message, your contact information is included in SchoolMessenger through our student database. Families can manage their communication preferences.

District-level communications are generally coordinated by our Director of Communications. When a message is shared on my behalf, such as this one, my signature will appear at the end. At the school level, principals or their delegates are responsible for communications sent to families.

While families may have the ability to reply directly to SchoolMessenger emails, please be aware that abusive or disrespectful messages will not receive a response and will be addressed accordingly, if required. We encourage families with questions or concerns to follow the appropriate communication channels outlined below.

Our Commitment to Families

The Education Act and Regulation 97-150 outline the responsibilities of teachers and principals in New Brunswick's public schools.

When communicating with families, ASD-W educators will be courteous, professional, and respectful. Our goal is to keep families informed about their child's progress and share other important information.

We are committed to ensuring families feel safe and confident in their interactions with our schools and district staff. We strive to respond to inquiries in a timely manner and appreciate your patience as staff balance many responsibilities throughout the day.

We value the trust you place in us to care for your children each school day. We take this responsibility seriously and are committed to keeping families informed.

Expectations for Communication with School and District Staff

The Education Act also outlines expectations for parents and guardians when communicating with school officials.

There is an expectation that all communication, whether written, by phone, or in person, remain respectful and follow established procedures. ASD-W may take necessary steps to address communication, in any form, that is disrespectful or abusive.

We encourage families to engage with school and district staff when concerns arise. However, repetitive or unnecessarily persistent communication that requires unreasonable staff time can affect our ability to support students, respond to other families, and tend to responsibilities that are required to support our system. Staff may be required to clearly bring the matter to a close if this occurs.

Communication is most effective when genuine, clear, constructive, and focused on resolving the matter at hand. Messaging that is constructed with Artificial Intelligence (AI) often complicates the matter and makes it more difficult to find resolution.

We also expect families to respect the privacy of others and use social media responsibly, avoiding discussions that may unfairly harm students, staff, schools, or the broader school community.

Addressing Questions and Concerns

Anglophone West School District's [Policy 360-5: Parent/Public Communication of Concerns](#) outlines the steps families should follow when raising a concern.

Families are asked to begin by speaking with their child's teacher. If the concern is not resolved, or relates to a broader school matter, the next step is to contact the school principal or vice-principal. If further support is needed, the concern may be brought to the appropriate Manager, Director, or Director of Schools and, finally, the Superintendent.

Following these steps and communicating in a respectful and constructive manner helps ensure concerns are addressed fairly and in a timely way.

Working Together

We believe that students across ASD-W are receiving a quality education in positive, safe, and supportive learning environments.

We also recognize that challenges occur and concerns may arise throughout the school year. When they do, our shared commitment to respectful communication and working together helps us find a positive path forward.

Thank you for your continued cooperation and support.

Sincerely,

A handwritten signature in cursive script that reads "David McTimoney". The signature is written in dark ink and is positioned above the printed name and title.

David McTimoney
Superintendent
Anglophone West School District