

COMMUNITY RELATIONS

Connection with the Community

Public Relations

The Board President is the official spokesperson for the School Board.

The Superintendent or designee is the District's chief spokesperson and shall plan, implement, and evaluate a District public relations program which will:

- Develop community understanding of school operation;
- Gather community attitudes and desires for the District;
- Secure adequate financial support for a sound educational program;
- Help the community feel a more direct responsibility for the quality of education provided by their schools;

- Earn the community's good will, respect, and confidence;
- Promote a genuine spirit of cooperation between the school and the community;
- Keep the news media accurately informed.

The public relations program should include:

1. Regular news releases concerning District programs, policies, and activities, and special event management for distribution by, for example, posting on the District website, using social media platforms, e.g., Facebook, Twitter, etc., or sending to the news media.
2. News conferences and interviews as requested or needed. Individuals shall not speak for the District without prior approval from the Building Principal with regard to a building issue or from the Superintendent or designee with regard to the District;
3. Publications having a high quality of editorial content and effective format. All publications shall identify the District originating school, department, or classroom and shall include the name of the Superintendent, the Building Principal, and/or the author and the publication date; and
4. Other programs that highlight the District's programs and activities.

Community Engagement

Community engagement is a process that the Board uses to actively involve diverse citizens in dialogue, deliberation, and collaborative thinking around common interests for the District's schools.

The Board, in consultation with the Superintendent, determines the purpose(s) and objective(s) of any community engagement initiative.

For each community engagement initiative:

1. The Board will:
 - a. Commit to the determined purpose(s) and objective(s), and
 - b. Provide information about the expected nature of the public's involvement;

2. The Superintendent will:
 - a. Identify the effective tools and tactics that will advance the Board's purpose(s) and objective(s),
 - b. At least annually, prepare a report for the community engagement initiative, and/or
 - c. Prepare a final report of the community engagement initiative.

The Board will periodically: (1) review whether its community engagement initiative(s) are achieving the identified purpose(s) and objective(s); (2) consider what, if any, modifications would improve effectiveness; and (3) determine whether to continue individual initiatives.

CROSS REF.: 2:110 (Qualifications, Term, and Duties of Board Officers)

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