



UNITED INDEPENDENT SCHOOL DISTRICT AGENDA ACTION ITEM

TOPIC First Reading of Policy GB (LOCAL): Public Information Program

SUBMITTED BY: Gloria S. Rendon **OF:** Associate Supt. for Administration

APPROVED FOR TRANSMITTAL TO SCHOOL BOARD: _____

DATE ASSIGNED FOR BOARD CONSIDERATION: June 15, 2015

RECOMMENDATION:

It is recommended that the United ISD Board of Trustees approve First Reading of Policy GB(LOCAL): Public Information Program.

RATIONALE:

BUDGETARY INFORMATION

BOARD POLICY REFERENCE AND COMPLIANCE

PUBLIC INFORMATION PROGRAM

GB
(LOCAL)

The District shall operate in a manner that fosters two-way communication among internal and external publics; that fosters awareness of the objectives, policies, achievements, needs and conditions of the District; and that encourages commitment to educational improvement. The Superintendent shall plan and direct a systematic communications program that encompasses:

1. News media relations [See GBBA]
2. Handling of public concerns and complaints [See GF]
3. Dissemination of information through appropriate media [See GBBA]
4. Release of public information [See GBA and GBAA]
5. Internal communications [See DGB]
6. Parental involvement [See BQ series and GE]
7. Relationships with community organizations [See GE, GKE, and GKF]
8. The **Associate Superintendent for Student Support Services, or his designee**, shall fulfill the responsibilities of the public information coordinator.

EMPLOYEE
RESPONSIBILITY

The Superintendent shall define the public relations responsibilities of District employees and shall ensure accountability through regular appraisal of their performance.

PROGRAM
EVALUATION

By means of periodic, community-wide needs assessments, under the direction of the Superintendent or designee, as well as by less formal means, the District shall gauge community awareness of and support for the public schools and shall determine communications needs. The results of these assessments shall be reported to the Board along with the Superintendent's recommendations regarding such findings.