

Beaverton School District 48J

Code: **KB**
Adopted: 6/04/12
Orig. Code(s): KB

Public Communications Program

The Board believes that public education can be improved, resulting in increased instructional benefits for students, by a strong communications program. This belief includes the following principles;

1. The communications program should be a planned, systematic, two-way process of communication between the ~~D~~istrict and its internal/external publics;
2. The communications program should be multi-faceted and should include a variety of media to efficiently and effectively inform all citizens of the ~~D~~istrict;
3. Public engagement and communications, to be effective, must include a planned program with involvement and feedback;
4. Communications must be internal as well as external and must stress the dissemination of factual, objective and realistic data about the ~~D~~istrict;
5. Public communications must be dynamic and sensitive to change as determined by events and evaluation of the program.

~~Information Concerning Elections~~

~~The Ddistrict shall use appropriate channels of communication to provide information concerning funding measures to voters of the Ddistrict prior to all district elections.~~

~~Responsibilities of District Employees~~

~~It is the responsibility of each employee of the Ddistrict to keep informed about the affairs of the Ddistrict and to see that the community relations policies are understood and applied. In contacts with the public, employees should fully realize that the Ddistrict is always affected by the decisions and actions of employees.~~

~~It shall be the policy of tThe Ddistrict to will provide school personnel with information and to encourage them to be informed of the schools' operation and to participate in providing citizens the public accurate information regarding the financing and operation of the schools.~~

Communications from Public and Staff

The Board encourages those stakeholders who have matters they wish to discuss with the Board to confer with the Superintendent or designee prior to the meeting, so that the Superintendent may place the matter on the agenda and collect and prepare the necessary information.

The Board acts on behalf of all stakeholders of the District; therefore, it cannot give status or special recognition to any individual or group of individuals on any matter, with the exceptions provided in Board policy.

END OF POLICY

Legal Reference(s):

[ORS 332.107](#)