

BOARD POLICY

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GENERAL PUBLIC RELATIONS PUBLIC RELATIONS PROGRAM

~~JUNE 20, 1988~~

It is the desire of the Board of Education that two-way channels of communication be kept open at all times between the school system and the people of the school district. The Board of Education will continuously attempt to maintain schools of the highest caliber and will do its best to keep the people informed of the activities of the school system.

Positive and constructive public relations are the responsibility of every employee of the Board of Education. A program of public relations shall be developed by the superintendent or designee and implemented by all personnel of the school system.

Community Forums

The Board of Education, through its intent to have strong channels of communication with the community and staff, will, at times, offer opportunities to hear from them. These events will be outside the normal opportunities provided to individuals to address the Board during the audience communication portion of Board meetings.

These opportunities could be structured as an open meeting of the entire Board, and would follow normal Board Operating Procedures and the Open Meetings Act. They could also be structured in a manner that would provide a more in-depth opportunity for conversation, such as a meeting whereby individual Board members or groups of Board members smaller than a quorum would facilitate conversation with community members and/or staff. This structure is not deemed a public meeting of the Board of Education under the Open Meetings Act, and the Board will not meet during this time to discuss or deliberate Board business.

The Board wishes to create a safe environment for community members and staff to facilitate conversation; thus, they may decide not to allow audio or video recording of these opportunities to dialog with stakeholders. If there is an informational portion of the meeting when a majority of the Board is present, Board members will only observe the discussion to respect the spirit of the Open Meetings Act.