

Document Status: Draft Update

8:10 Connection with the Community

Public Relations

The Board President is the official spokesperson for the Board of Education. The Superintendent is the District's chief spokesperson. The Superintendent or designee shall plan and implement a District public relations program to keep the community informed and build support through open and authentic communications. The public relations program shall include, without limitation, media relations; internal communications; communications to the community; communications to students and parents/guardians; emergency communications in coordination with the Superintendent or designee; the District website and social media platforms; [PRESSPlus1](#) and other efforts to reach all audiences using suitable mediums.

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 or designee will:
 - a. Identify the effective tools and tactics that will advance the Board's purpose(s) and objective(s).
 - b. The Superintendent will: (1) At least annually, prepare a report for the of each community engagement initiative, and/or (2)
 - c. Prepare a final report of the each 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)

ADOPTED: December 1, 2016

PRESSPlus Comments

PRESSPlus 1. Updated in response to a five-year review for continuous improvement.

District social media accounts are likely either *limited public forms* or *public forums*. See the footnotes, available at **PRESS** Online by logging in at www.iasb.com, for information regarding [Knight First Amendment Inst. at Columbia Univ. v. Trump](#), 302 F.Supp.3d 541 (S.D.N.Y. 2018). **Issue 103, March 2020 Issue 103, March 2020**