

## Community Relations

### Connection with the Community

The Board President is the official spokesperson for the School Board. The Superintendent is the District's chief spokesperson and shall plan and implement a District public relations program that will:

1. Develop community understanding of school operation.
2. Convey the mission of the district to the community and report progress in meeting strategic objectives.
3. Gather input on district initiatives.
4. Secure adequate financial support to advance the District mission.
5. Help the community feel a more direct responsibility for the quality of education provided by their schools.
6. Earn the community's good will, respect, and confidence.
7. Promote a genuine spirit of cooperation between the school and the community.
8. Keep the news media provided with accurate information.

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 or sending that will be sent to the news media.
2. News conferences and interviews, as requested or needed. The Board President and Superintendent will coordinate their respective media relations efforts. Staff members may speak for the District only with prior approval from the Superintendent.
3. Publications having high quality content and effective format.
4. Other efforts 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, the Board will commit to the determined purpose(s) and objective(s), and provide information about the expected nature of the public's involvement; the Superintendent or designee will identify the effective tools and tactics that will advance the Board's purpose(s) and objective(s).

ADOPTED: January 18, 2012

REVISED: