

Document Status: Draft Update

COMMUNITY RELATIONS

8:10 Connection with the Community

Public Relations

The Board President is the official spokesperson for the School Board. ^{PRESSPlus1} The Superintendent is the District's chief spokesperson, ~~and~~ The Board, in collaboration with the Superintendent ^{PRESSPlus2} or designee, shall employ a variety of channels to:

1. Develop community understanding of school operation.
2. Gather community attitudes and desires for the District.
3. ~~Secure~~ ^{PRESSPlus3} Ensure adequate financial support for a sound educational program.
4. Help the community feel a more direct responsibility for the quality of education provided by their schools.
5. Earn the community's goodwill, respect, and ~~trust~~ ^{confidence}.
6. Promote a genuine spirit of cooperation between the school and the community.
7. Keep the news media ~~and community~~ accurately informed.
8. ~~Coordinate with the District Safety Coordinator to provide accurate and timely information to the appropriate individuals during an emergency.~~

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. ^{PRESSPlus4} Effective community engagement is essential to create trust and support among the community, Board, Superintendent, and District staff. ^{PRESSPlus5}

The Board, in consultation with the Superintendent, ~~determines the purpose(s) and objective(s) of any community engagement initiative~~ articulates the District's community engagement goals.

~~For each community engagement initiative:~~

1. ~~The Board will:~~
 1. ~~Commit to the determined purpose(s) and objective(s), and~~
 2. ~~Provide information about the expected nature of the public's involvement.~~
2. ~~The Superintendent will:~~
 1. ~~Identify the effective tools and tactics that will advance the Board's purpose(s) and objective(s),~~
 2. ~~At least annually, prepare a report for the community engagement initiative, and/or~~
 3. ~~Prepare a final report of the community engagement initiative.~~

The Board will periodically: (1) review whether its community engagement ~~initiative~~ ^{goals}(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 tactics.

CROSS REF.: 2:110 (Qualifications, Term, and Duties of Board Officers), 2:230 (Public Comments at Board of Education Meetings)

Adopted: August 19, 2020

PRESSPlus Comments

PRESSPlus 1. In alignment with the IASB *Foundational Principles of Effective Governance*, the school board president is the board's spokesperson (see sample policy 2:110, *Qualifications, Term, and Duties of Board Officers*) and the superintendent is the district's spokesperson. **Issue 117, October 2024**

PRESSPlus 2. The board and superintendent should have a conversation regarding which objectives the board, superintendent, or both the board and superintendent together will implement. **Issue 117, October 2024**

PRESSPlus 3. Updated throughout for continuous improvement. **Issue 117, October 2024**

PRESSPlus 4. For training resources, see www.iasb.com/conference-training-and-events/training/workshops/reflecting-on-communication-and-community-engagemen/ and www.iasb.com/about-us/publications/journal/2022-illinois-school-board-journal/september-october-2022/engaging-with-the-community-%C2%A0a-time-to-reflect-and/ **Issue 117, October 2024**

PRESSPlus 5. These statements are based on IASB's *Foundational Principles of Effective Governance*, principle #2, "The board connects with the community." The first sentence applies the definition of community engagement to a board and its school district. See www.iasb.com/conference-training-and-events/training/training-resources/foundational-principles-of-effective-governance/. **Issue 117, October 2024**