

COMMUNITY RELATIONS

8:10 Connection with the Community

Public Relations

The President of the Executive Board is the official spokespersons for the District Boards. The Director is the District's chief spokesperson. The Board, in collaboration with the Director or designee, shall plan and implement a District public relations program that will:

1. Develop community understanding of school operation.
2. Gather community attitudes and desires for the District.
3. 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.
6. Promote a genuine spirit of cooperation between the school and the community.
7. Keep the news media and community accurately informed.

The public relations program may include:

1. Regular news releases concerning District programs, policies, activities, and special event management for distribution by, for example, posting on the District website, using District social media accounts, and/or sending to the news media.
2. News conferences, interviews, and official Board or District statements, as requested or needed. The Board President and Director will coordinate their respective media relations efforts. As official spokesperson for the Board, the Board President will communicate on behalf of the Board to the news media and community. Statements made by Board members when not authorized by the Board will be considered personal comments of the Board member, and Board members are encouraged to identify such statements as their personal opinions. Official Board or District statements (other than those made directly to the media) will be made through the District website and/or its social media accounts, at official District events, or through other official communication methods, such as District email or mailings. Individuals may speak for the District only with prior approval from the Director.
3. Publications having a high quality of editorial content and effective format. All publications shall identify the District, originating program, department, or classroom and shall include the name of the Director, the Technical Assistance Supervisor, and/or the author and the publication date, and
4. Other efforts that highlight the District's programs and activities.

CROSS REF.: 2:110 (Qualifications, Term, and Duties of Board Officers), 8:110 (Public Suggestions and Concerns)

Adopted: February 19, 2025