

Community Relations
PUBLIC RELATIONS

The District shall strive to maintain effective two-way communication channels with the public. Such channels shall enable the Board and staff to interpret the schools' needs to the community and provide a means for citizens to express their needs and expectations to the Board and staff.

The Superintendent shall establish and maintain a communication process within the school system and between it and the community. Such a public information program shall provide for the following:

- News releases at appropriate times,
- Arrange for news media coverage of district programs and events,
- Provide for regular direct communications between individual schools and the citizens they serve,
- Maintain a district web page,
- Assist staff in improving their skill and understanding in communicating with the public.
- Community opinion may be solicited through parent organizations and parent-teacher conferences, open houses and other such events or activities which may bring staff and citizens together.

Adopted on: 10-25-05