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. The Superintendent will utilize school personnel and all media available in discharging his or her responsibility. Such a public information program shall provide for 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, and assist staff in improving their skill and understanding in communicating with the public.

Routine news and information concerning the District’s operation will be released by school officials after the approval of the Superintendent or designee. Establishing and maintaining good public relations with the community and other governmental organizations requires a concerted effort by the entire school district staff. Each school will make an effort to inform the public of various educational achievements, activities and goals. The most important public relations ambassadors are the teachers who work directly with students every day. All employees are encouraged to participate in community activities and demonstrate to the community by their words, attitudes, and actions the ideals set forth by this District.

Community input is welcome and encouraged.

Policy History:
Adopted on: 5/4/15
Revised on: