

9100 PUBLIC RELATIONS

The Board of Education believes that school district public relations is not solely an information program, but encompasses all aspects of the schools' relationship with the total community.

The Board of Education believes its school-community communications program should:

1. Promote public interest of the school system;
2. Gather information about public attitudes toward the school system and its program;
3. Provide an honest, continuous, comprehensive flow of information about the policies, procedures, programs and progress of the school system to the community;
4. Develop the most effective means of communication with the school system's public;
5. Develop programs in the schools that will integrate home, school, and community in meeting the needs of district pupils;
6. Develop and maintain the confidence of the community in the school Board and the school staff;
7. Try to anticipate and forestall problems that can be brought about by lack of understanding between the community and the school; and
8. Evaluate past procedures in order to make improvements in future communications.

The Superintendent shall be responsible for developing programs, techniques and channels for implementing this policy.

Adopted: 28 November 2012

