

820 PUBLIC INFORMATION PROGRAM

The School Board believes that the maximum possible knowledge (within reason) about goals, achievements, problems and activities of the School District by the public, staff and students is essential for the development and maintenance of excellence in the education of our children.

A comprehensive communications program must have the complete support of the School Board, administrative team, and staff. This philosophy accepts the fact that the School Board will be completely informed of the activities, plans, progress, and problems of the School District by the administrative team. In turn, the School Board must accept the fact that an effective communications program will take time and effort on the part of everyone involved with the educational process.

The administration is responsible for all informational services to and from the public, except for those occasional matters the School Board may wish to deal with publicly. The District Administrator is encouraged to use all available media of communication to keep the goals, programs, achievements, and needs of the schools before the public. He/she may delegate authority to the principals, but the ultimate responsibility belongs to him/her.

Materials for district-wide distribution will be developed in the District Office. Copies of such materials will be made available to School Board members.

As executive office for the School Board and chief administrator for the School District, the District Administrator is responsible for implementing the School Board's public relations policies and assuming leadership in the school-community relations program. He/she involves all school district employees, instructional and non-instructional, in the total public relations effort, and includes leaders of the social, political, and civic segments of the community in active support of the schools.

Approved: June 9, 2003

Reviewed: February 12, 2018

Approved: November 14, 2022