

4590 Public Information – Community Relations

Policy 4590

STATUS: ADOPTED

PUBLIC INFORMATION - COMMUNITY RELATIONS

Board Approved and Codified: October 10, 1989

Last Revised: June 19, 2013

Description:

The Board believes that an effective communication strategy is a necessary component of a school system's organization and operation.

A District communication strategy shall

- encourage a better understanding of the role, objectives, accomplishments, and needs of the district;
- include a planned, two-way process between the Board and the Superintendent and the workers, parents and students they serve;
- use a variety of broadcast and print media including the internet for web pages, and e-memos, meetings, publications, and personal contacts;
- provide a process for resolving grievances, appeals and eliminating misunderstandings or conflicts;
- inform concerned persons of their rights, privileges, and responsibilities.

A School's communication strategy shall

- encourage informal, as well as formal, methods of communication including the use of a variety of broadcast and print media including the internet for web pages, and e-memos, meetings, publications, and personal contacts
- provide a process for resolving grievances, appeals and eliminating misunderstandings or conflicts;
- inform concerned persons of their rights, privileges, and responsibilities
- report to the Superintendent regularly the successes, innovations, and exemplars that emerge through the work within the schools;

The Board delegates to the Superintendent the development of a communication strategy in accordance with the principles and suggestions above.