

**PUBLIC INFORMATION PROGRAM**

The Board of Education shall maintain a continuing public relations and information program to promote widespread understanding of the educational program, while gaining the support and participation of the community in school activities. Given the high interest of parents in the children's education, the Board wishes to maintain sensitivity to the needs and desires of the community, while establishing a partnership. The Board President is the official spokesperson for the Board unless the majority of the Board at a Board meeting designates another Board member as a spokesperson for a particular activity. Board members should emphasize to the media when asked to speak as a Board member that they can only speak as individual trustees unless they have been empowered by the Board to speak for it.

The Board directs the Superintendent or his/her designee to develop a comprehensive public relations and information program which includes, at a minimum, the following elements: public attendance at and information about Board meetings; two-way communications with the public; ascertainment of community opinions, attitudes and aspirations; public understanding and appreciation of school operations; promotion of cooperation, consensus and partnerships; handling of criticism and complaints; and building of public confidence. The overall goal of the public relations and information program is to establish a positive climate fostering student and staff achievement.

The Superintendent shall coordinate the activities of staff with respect to this policy, including the planning of events and programs aimed at communicating with and involving the public. The Superintendent or his/her designee is the official spokesperson for the operations and administration of the district.

**Adoption date: July 15, 2009**