

COMMUNITY RELATIONS

Public Information Program

The district shall strive to maintain effective communication with the public thereby enabling 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. 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 communication between individual schools and the patrons they serve, and assist staff in improving their skill and understanding in communicating with the public.

The superintendent shall identify staff who have significant public information responsibilities and establish guidelines for their work. The guidelines shall address such matters as authority for making releases and the nature and content of bulletins to parents.

Community Opinion

Community opinion may be solicited through parent organizations, parent-teacher conferences, open houses, and other such events or activities which may bring staff and citizens together. To encourage broader community access, board meetings may be scheduled at neighborhood schools. Surveys and questionnaires may also be used to gain a broad perspective of community opinion. Prior to using a survey or questionnaire, standard assessment procedures clearly stating the purpose, the originator, the audience, and intended use of the data will be in place. Appropriate techniques will be used to construct the survey. Caution will be used in generalizing results in interpreting the data.

Annual Reporting

A report addressing the activities of the district and the administration's recommendations for improvement of student learning and district operations will be prepared by the superintendent and presented to the Board annually. Upon board approval, the report will be made available to the public and used as one means for informing parents and community members, the Office of the Superintendent of Public

Instruction, and other districts in the area, of the programs and conditions of the district's schools.

The district shall prepare annual school performance reports as required by state and federal law for all schools and make them available to parents and the community.

Endorsements

At times the board is requested to publicly endorse community and state activities or the positions of public interest groups on matters of public concern.

The board recognizes that it has authority only as delegated by the Legislature and may act in unison only on matters directly relating to the operation of the public schools within its jurisdiction.

It is, therefore, the policy of the board that it will not take a position on any matter or endorse any person or cause that is not directly related to the operation of the district.

District News Publications

The district will publish a free newsletter periodically during the year to inform its patrons of school activities.

Cross Reference:

2004	Accountability Goals
2106	Program Compliance

Legal References:

RCW 28A.150.230	District school directors' responsibilities
RCW 28A.655.100	Performance Goals—Reporting requirements.

Adopted:	<u>June 10, 1985</u>
Revised:	<u>May 23, 2001</u>
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