

Communication Goals

The district will strive to maintain effective two-way communication channels with the public. Such channels will enable the board and staff to interpret the school’s performance and needs to the community and provide a means for citizens to express their needs and expectations to the board and staff.

The superintendent will establish and maintain a communication process within the school system and between it and the community. Such a public information program will provide for a district annual report, news releases at appropriate times, news media coverage of district programs and events, and regular direct communication between individual schools and the community members they serve. The public information program will also assist staff in improving their skill and understanding in communicating with the public.

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. At times, board meetings may be scheduled at neighborhood schools. Survey instruments and/or questionnaires may be developed in order to gain a broad perspective of community opinion.

The board is a nonpartisan public body and as such will not endorse political candidates. Neither staff nor students will be asked to disseminate campaign materials from the schools nor will any of the district's facilities or communications services be used to disseminate such material.

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

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Cross References:

- 4020 - Confidential Communications
- 2106 - Program Compliance
- 2004 - Accountability Goals

Legal References:

- RCW 28A.150.230 District school directors’ responsibilities
- RCW 28A.655.100 Performance goals - Reporting requirements

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