

BOARD POLICY: COMMUNICATIONS

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Section A - Introduction

The Board of Education believes it is its responsibility, as well as that of each employee, to engage in effective communications in an effort to strengthen the educational experiences of our school community, as well as to keep the taxpayers of District 225 informed of the actions, activities, achievements and status of the District.

Section B - Connection with the Community

The superintendent is the District's chief spokesperson and is directed by the Board of Education to plan and implement a District public relations (PR) and communications program that will build knowledge of the District, activities and finances, and support among students, parents, staff and the school community and community at large, by:

1. Promoting an understanding of district initiatives, policies, operations, finances, programs, services, and the educational organization as a whole.
2. Providing accurate, timely and transparent communication.
3. Providing news media with timely and accurate information.
4. Adhering to a policy of openness, honesty, integrity and ethics in communicating with all stakeholders
5. Providing opportunities for public engagement.
6. Establishing effective two-way communication systems that strengthen relationships.
7. Gathering community input regarding the District.
8. Demonstrating the benefits of district schools.
9. Helping the community feel a more direct responsibility for, and understand the benefits of, the quality of education provided by their schools.
10. Promoting a genuine spirit of cooperation between the school and the community.

Section C – Strategies

The public relations and communications program may include:

1. Regular news releases concerning District programs, policies, and activities, that will be sent to the news media.
2. News conferences and interviews, as requested or needed. Individuals may speak for the District only with prior approval from the superintendent.
3. The utilization of various communication tools (i.e. publications, websites, face-to-face meetings) to inform the community of major district programs, services, achievements, initiatives, finances, policies, actions, etc.
4. Publications having a high quality of editorial content and effective format. All publications shall identify the District, school, department, or classroom and shall include the name of the superintendent, the building principal, and/or the author and the publication date.
5. Other efforts that highlight the District's programs and activities.
6. A commitment to engaging and responding to media requests.
7. Informal and formal research gathering to assess the public's knowledge and attitudes about the District.
8. Staff development and training in communication skills and strategies.
9. Evaluation of communication strategies and adjustments as needed.

Approved: September 12, 2011