

SCHOOL / COMMUNITY RELATIONS: 4005

Staff shares the responsibility of supporting student achievement by communicating and interpreting the District's mission, its policies, programs, goals and objectives to the people of the community.

The Communications Department will develop annually a written Community Relation's Plan. The plan will develop and enhance the credibility and image of the school district, its schools and the staff. The objectives of the community relation's plan are:

- A. To maintain a Communications Department, that will effectively coordinate the District's communication efforts.
- B. To maintain an effective two-way communication system between the District and its various publics which assures:
 - 1. The dissemination of accurate, timely information about school district policies, programs, regulations, achievements, decisions, and critical issues;
 - 2. Interpretation of decisions and actions;
 - 3. Elimination of rumors and misinformation;
 - 4. Programs and practices designed to provide an open climate which will elicit ideas, suggestions, reactions from the community and employees alike;
 - 5. Develop an effective working relationship with the news media.
- C. To develop and maintain an organizational environment where all District staff members are aware they share the responsibility for communication of school policies, programs and activities to parents, members of the educational and other communities.
- D. To promote public understanding of local educational issues by;
 - 1. Coordinating or preparing responses to public inquiries concerning District operations, initiating and/or assisting in the evaluation of public response to various District activities and proposals, and advising the Board, Superintendent and District staff of such information.
 - 2. Maintaining editorial supervision of District produced materials which are intended for public dissemination.

The Community Relations Department will provide direction and support to schools and departments as they develop and maintain an on-going two-way communication plan.