Public Information Program

The district shall strive to maintain effective two-way communication channels with the public. Such channels shall enable the board and staff to interpret the schools' 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 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 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 patrons they serve. The public information program shall 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 shall not endorse political candidates. Neither staff nor students shall be asked to disseminate campaign materials from the schools nor shall any of the district's facilities or communications services be used to disseminate such material.

The superintendent shall identify staff that 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.

Collection of Disciplinary Data
The district will collect data on student disciplinary actions taken in each school, and the information will be available to the public on request. This information may not be personally identifiable, and shall not include a student's name, address or social security number.

District Annual Report
An annual report addressing the activities of the school district and the administration's recommendations for improvement of student learning and district operations shall be prepared by the superintendent and presented to the board as soon as possible after the close of each school year. Upon board approval, the report shall be made available to the public and used as one means for informing parents and citizens, the state education agency, and other districts in the area of the programs and conditions of the district's schools. The district is required to ensure awareness of and compliance with certain statutory requirements as specified in policy #2106. When the district is not in compliance, such deviations shall be incorporated into the annual report.

Cross Reference:	Board Policy 2106	Program Compliance
Legal References:	RCW 28A.150.230	Basic Education Act of 1977 — District school directors as accountable for proper operation of district — Scope — Responsibilities

Adoption Date: **October 12, 1992**
Review/Revision: **March 25, 1996, April 25, 2011**
Renumbered: **February 6, 2007**