



908 SCHOOL COMMUNITY RELATIONS

I. PURPOSE

Effective communication is essential to the success of the district. The purpose of this policy is to convey to employees and the general public the importance of communication throughout the communities of the school district, and is inclusive of both internal and external audiences.

II. GENERAL STATEMENT OF POLICY

The School Board believes that the success of school programs depends largely upon the effectiveness of **parents, families,** students, staff and the community working together toward a common goal. Communication is essential.

The school district will ensure that an effective communications program is in place that heightens the awareness and understanding of the district, its programs and opportunities. Communication venues will include, but not be limited to, district print and electronic medium, local cable television access and web streaming, social media, and local and metropolitan media.

III. MEDIA RELATIONS

The School Board directs the Superintendent, or designee, to establish media relations procedures that ensure proactive communication with media representatives and establish respectful, cooperative and constructive relationships that build trust and credibility with reporters.

Media relations activities should take care to minimize any distractions to student learning. Likewise, media relations activities should respect the privacy rights of students, their families and staff.

- A. The district's connection to the media will be the Communications Department. All inquiries should be directed through the department in a timely manner. For the most part, employees will be the spokespersons for their area of expertise. In some instances, for issues that may generate controversy or may be particularly sensitive, the Communications Director will determine the spokesperson for the issue.
- B. Media will be given the right to be present at public meetings of the School Board, as well as access to central offices and school buildings through the approval of the school principal and **for the district** Communications Department. All media will be requested to sit at a specific table reserved for the media during public meetings. All

media will also be requested to wear a badge from their media outlet that readily identifies them as media.

- C. Media representatives are reminded that although schools are public, the property is owned and operated by the District, which has the right to monitor and limit access to its facilities. In some instances, it may be appropriate to decline to accommodate a reporter's request for access to the school or school personnel. In making a decision to grant or deny access, a school administrator will place the highest priority on maintaining an environment conducive to learning and protecting student and staff rights to privacy. When access is granted or denied, it shall be granted or denied consistently to all media representatives.
- D. During emergency situations, the Superintendent will designate one spokesperson and a central location for media information. Media representatives are asked to respect the District's instructions during such difficult times.

IV. PARENT AND BOOSTER ORGANIZATIONS

The School Board believes that education is the shared responsibility of the student, ~~parents,~~ **families,** school and the larger district community. Further, the School Board recognizes that the academic achievement and success of our students depend on the strength of the partnerships developed among students, parents, families, schools and the community from birth through graduation and beyond. The partnerships of community organizations provide valuable program support and student opportunities through cultural and financial resources, support services and collaboration.

- A. Parent and Booster organizations (including PTAs, PTOs, etc.) are designed to encourage a positive relationship between a particular school and the community, and to help the school promote, recognize and raise funds for school activities.
- B. The membership of such organizations will be primarily made up of ~~parents~~ **families** and community members, though district employees may also be members.
- C. The organizations shall have their own governing board, policies and accounting records, separate from the school or school district.
- D. The school principal or designee shall maintain a close relationship with booster clubs and booster organizations associated with his or her school.

POLICY ADOPTED: June 21, 2007

POLICY REVIEWED: March, 2012, August 20, 2015

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