



Policy: 4001

Section 4000 - Community Relations

COMMUNICATIONS AND COMMUNITY RELATIONS PROGRAM

The Sumner-Bonney Lake School 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 program within the school system and between it and the community. Such a program will provide information about the district's mission, vision, goals, work priorities, educational services/programs, progress and accomplishments, needs, issues, finances, 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 communications 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, focus groups, 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 of a candidate. District facilities or communications services may not 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 public statements, releases and the nature and content of communications.

Staff Communications with the Public

Staff share the responsibility for communicating and interpreting the district mission, its policies, programs, goals and objectives to members of the community. Staff will perform their services

and functions to the best of their ability and communicate with members of the community, parents, students and other staff in a sincere, courteous and considerate manner. Staff will strive to develop and maintain cooperative school- community relations and to achieve the understanding and mutual respect that are essential to the success of the district.

Confidential information about students or other staff will be released only as permitted by statute and district policies and procedures.

Public Health Information

The district will post a prominent link on its website's homepage and on each schools' homepage to information from the Department of Health that addresses substance use trends; overdose symptoms and response; and the secure storage of prescription drugs, over-the-counter medications, and firearms and ammunition.

To keep students, families, and community members informed about available health resources, the district will make the information described above from the Department of Health accessible through internet-based and digital communications. The district will post this information at least twice each school year.

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 will not include a student's name, address, or social security number.

District Annual Information

Information about the district's activities and the administration's recommendations for improvement of student learning and district operations will be prepared and available online. Upon board approval, this information will be made available to the public and used as one means for informing parents and community members, the Office of the Superintendent of Public Instruction, 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](#) (Program Compliance). When the district is not in compliance, such deviations will be incorporated into the information.

Cross References

4020 - Confidential Communications
4040 - Public Access to District Records
2106 - Program Compliance
2121 - Substance Abuse Program

Legal References

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

HB 1230 (2023) School-Public Health Information

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