

## **Communications**

### 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 or designee is the district's chief spokesperson and is directed by the Board of Education to plan and implement a district communications program that will keep the taxpayers of District 225 informed of the actions, activities, achievements, and status of the district 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 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. Helping the community connect more directly with the district and understand the benefits of the education provided by the schools
9. Promoting a genuine spirit of cooperation between the school and the community.

### Section C – Strategies

The communications program may include:

1. The utilization of various communication tools to inform the community of major district programs, services, achievements, initiatives, finances, policies, actions, and other activities..
2. A commitment to engaging and responding to media requests and interviews, as requested or needed.
3. Informal and formal research gathering to assess the public's knowledge and attitudes about the district.
4. Staff development and training in communication skills and strategies.
5. Evaluation of communication strategies and adjustments as needed.

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