

Treatment of Community Stakeholders

The Superintendent shall maintain an organizational culture that treats parents and citizens with respect, dignity, and courtesy.

The Superintendent shall:

1. Protect confidential information.
2. Effectively handle complaints.
3. Maintain an organizational culture that:
 - a. Values individual differences of opinion;
 - b. Reasonably includes people in decisions that affect them;
 - c. Provides open and honest communication in all written and interpersonal interaction;
 - d. Focuses on common achievement of the Board's Results policies;
 - e. Is open, responsive, and welcoming.

Superintendent Interpretation:

- **Organizational culture** refers to our way of doing business where the superintendent shall model and maintain that everyone is treated respectfully by the superintendent and by staff. Should it be noticed that the superintendent or staff fail, efforts shall be made to repair the cultural expectation.
- **Respect, dignity, and courtesy** means that even during times of disagreement, conflict, or difficult situations, people within Bismarck Public Schools shall behave professionally toward others.

OE-3.1

Superintendent Interpretation: Only persons with a legitimate educational interest shall access information on students, parents, staff, or families. As required by law, FERPA, HIPPA, and other data shall remain confidential. All data, physical or digital, will be securely stored. Gossip or informal sharing of non-public data or personally identifiable information is prohibited.

Superintendent Indicator of Compliance:

Indicator 1: Formal complaints shall resolve to show BPS maintained confidentiality or if not, steps have been put into place to make systemic corrections.

OE-3.2**Superintendent Interpretation:**

- **Effectively** and **handle** mean complaints will be resolved beginning with the lowest possible level following administrative policy, regulations, and / or rules in a serious and time-bound manner. Effectively does not imply the complainant will always be satisfied with the resolution but that his or her issue shall be addressed.

Superintendent Indicators of Compliance:

Indicator 1: The patron complaint policy, form, and contact information are readily available online.

Indicator 2: Reviews of all formal complaints show the complaint went to the lowest possible level, was resolved or moved to the next level, and the individual making the complaint or inquiry was communicated to throughout the resolution process.

OE-3.3 a.

Superintendent Interpretation: Processes for input values and weighs diverse opinions of staff, with “diverse” meaning racial/ethnic, gender, socio-economic.

OE-3.3 b.

Superintendent Interpretation: A collaborative inclusive process will be used to the extent practicable so that those impacted by decisions have an opportunity for input. However, reasonably means that not every individual can be represented in every major decision.

OE-3.3 c.

Superintendent Interpretation: Open and honest communication means the internal public (students and staff) and the external public (parents, citizens, media) shall have transparent and honest information with recognition that some information is limited by law and / or policy and cannot be shared. Communication includes both written communication in any form including social media whereas interpersonal communication means face to face as well as telephone interactions.

OE-3.3 d.

Superintendent Interpretation: The superintendent and staff shall use opportunities to educate both the internal public and external public about the district’s academic goals, measures, and progress made.

OE-3.3 e.

Superintendent Interpretation: The superintendent shall continuously strive to be welcoming, open, and responsive without compromising campus safety, and model the same for staff. Responsive means follow up will be timely and that stakeholders who make contact in any fashion (in person, via email or telephone, etc.) are made to feel valued.

Superintendent Indicators of Compliance:

Indicator 1: The following are shared with the Board and public via the web:

- Annual Report
- Strategic Plan
- District Calendar
- Budget/Audit
- Board agenda, minutes, and meeting notices

Indicator 2: The district's office of community relations shall employ robust communication tools, including: Key Communicators, weekly social media presence (twitter, Facebook), news releases, parent newsletters, emergency alert notifications, the *intercom*, and district web postings.

Indicator 3: District surveys of parents, staff, students, and other stakeholders indicate overall positive or increasingly positive perceptions of the district's attempts to communicate with stakeholders.

Indicator 4: Measurables as required by Board OEs will be televised, summarized in minutes, posted on the web, and shared from the Community Relations office.