

### Communicating with the Public

The Superintendent shall assure that the public is adequately informed about the condition and direction of the district.

The Superintendent shall:

1. Assure the timely flow of information, appropriate input, and strategic two-way communication between the district and the public that builds understanding and support for district efforts.
2. Prepare and publish, on behalf of the Board, an annual progress report to the public that includes the following items:
  - a. Data indicating student progress toward accomplishing the Board's Results policies.
  - b. Information about school district strategies, programs and operations intended to accomplish the Board's Results policies.
  - c. Information about the district's financial condition, including revenues, expenditures and costs of major programs.

#### Superintendent Interpretation:

- **Adequately** shall mean sufficiently but not exhaustively.
- **Informed** shall mean provide information in writing and verbally through a variety of communications channels.
- **Public** shall mean Bismarck residents, including parents, staff and other stakeholders.
- **Condition** shall mean the district's finances, academic results, climate or honors.
- **Direction** shall mean the strategic goals and initiatives of the district.

#### OE-9.1

**Superintendent Interpretation:** BPS works to provide timely information to the public and provide opportunities for input to build understanding for district initiatives.

- **Timely** shall mean routine mechanisms are in place to inform the public and news media; mechanisms are also in place for communicating urgent, immediate issues such as emergencies.
- **Flow of information** shall mean the distribution and/or availability of information.
- **Appropriate input** shall mean useful ideas, thoughts, questions and concerns brought to the district through the established chain of command or another identified method.
- **Strategic** shall mean in relation to the vision, plans and challenges facing the district.

- **Two-way communication** shall mean disseminating and listening.
- **Understanding** shall mean fact-based knowledge about the district.
- **Support** shall mean general support for the district and agreement with the vision and strategic plan.

### **Superintendent Indicators of Compliance:**

**Indicator 1:** The number of visits to the district website's home page will maintain or increase on an annual basis.

**Indicator 2:** The Community Relations Office will respond to standard media requests for information or interviews the same day but no later than 24 hours during the regular work week, with the exception of formal Open Records Requests which are subject to state law and handled by the Business and Operations Manager's office. Evidence will be a list of all requests that were not completed within the stated timeline.

**Indicator 3:** The Community Relations Office will annually write, produce and email:

- A minimum of 35 Media Tip Sheets emailed to local news media with story ideas.
- A minimum of 35 Public Service Announcements to media regarding BPS events.
- A minimum of 20 Intercom employee newsletters.
- A minimum of 10 Chamber/BMDA newsletter articles.
- A minimum of 20 Friday Fliers to advertise youth events to K-8 grade parents.
- A minimum of 8 district newsletter pages for school newsletters to all parents.
- A minimum of 3 social media posts per school day.
- A minimum of 12 emails to PTOs & Key Communicators during the school year.
- Important district information or emergency information to parents via email, text and/or phone, as necessary.
- Stories about student and staff awards/honors to news media, as applicable.

**Indicator 4:** A survey to measure public support of the District with the goal of at least 70% of respondents expressing support for the direction of the District will be conducted annually.

**Indicator 5:** Each year, the district will hold at least one parent presentation or a School Board forum to gain public input on a topic of interest. Examples could include facility planning, boundary changes, bond elections, bullying, sexting, etc.

### **OE-9.2a**

**Superintendent Interpretation:** Each year, BPS prepares and publishes an annual progress report to the public on the academic and financial status of the district.

- **Publish** shall mean to make available to the public.

- **Student progress data** shall mean the data outlined in the Board's **Results** policies on Academic Achievement, Personal Development, and Citizenship.
- **District strategies, programs and operations** to accomplish the Board's **Results** policies shall mean the operational plans created annually to address the strategic plan.
- **District financial condition information** such as revenues, expenditures and major program costs shall mean data such as state, local and federal revenues, as well as major expense categories such as salaries/fringe benefits, purchased services, supplies and materials, capital improvements, and utilities.

**Superintendent Indicators of Compliance:**

**Indicator 1:** The district's annual report is presented to the School Board by the spring. Print copies are available at each school and the district office. The full report is also available online and is inserted in the *Bismarck Tribune* for local subscribers.

**Indicator 2:** The annual budget is submitted to the School Board and posted on the district webpage. A synopsis of the budget is also contained in the annual report, which is posted on the district webpage and inserted in the *Bismarck Tribune*.

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End of Bismarck Public School District Board Policy OE-9

Approved: 4/12/2018  
Revised: 4/24/2023

Monitoring Method: Internal Report  
Monitoring Frequency: Annually in April