PUBLIC INFORMATION PROGRAM

Adequate public support is dependent upon the maintenance of good public opinion, which in turn is formed on the basis of available information. The Board of Education shall maintain a continuing public information program, in order to promote widespread understanding of the school program, and to gain the support and participation of the community in the school system.

In addition to encouraging members of the community to attend and participate at public Board meetings, the Superintendent of Schools shall develop a program aimed at disseminating Board policies and district educational programs to the public. In addition, such program shall include the compilation and distribution of news of school events, noteworthy facts, statistics, plans and forecasts.

The Superintendent should coordinate the activities of Building Principals to ensure their direct involvement in the public information program. Each school, through its facility and staff, should participate not only with the dissemination of information to the public, but also with the planning of events and social programs aimed at getting the community involved in district activities.

Meeting the needs of the community and gaining the support to meet those needs depends upon two-way communication between the Board and the public. The Board encourages open communication with the community to foster not only input from the community but also to enable the community to be aware of its plans and actions. Parents and citizens wishing to obtain information should inquire first through a Building Principal or school official, then through the Superintendent, and finally through the Board.

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