

Community Relations

Connection with the Community

The Superintendent is the District's chief spokesperson and shall plan and implement a District public relations program that will:

1. Convey the mission of the district to the community and report progress in meeting strategic objectives.
2. Gather input on district initiatives.
3. Secure adequate financial support to advance the District mission.
4. Promote a genuine spirit of cooperation between the school and the community.
5. Keep the news media provided with accurate information.

The public relations program should include:

1. Regular news releases concerning District programs, policies, and activities, that will be sent to the news media.
2. News conferences and interviews, as requested or needed. Staff members may speak for the District only with prior approval from the Superintendent.
3. Publications having high quality content and effective format.
4. Other efforts that highlight the District's programs and activities.

ADOPTED: January 18, 2012