

Public Relations

The goal of school public relations is to improve the quality of education for all children. In order to achieve this goal, and to evaluate progress towards it, the board sets itself the following objectives:

1. To develop public understanding of all aspects of school operation; to ascertain public attitudes toward issues in education; and to discover the public's aspirations for the education of their children;
2. To secure adequate financial support for a sound educational program from the public;
3. To help citizens feel directly responsible for the quality of education provided by their schools;
4. To earn the good will, respect, and confidence of the public with regard to school staff and services;
5. To foster public understanding of the need for constructive change and to solicit public advice on how we can achieve our educational goals;
6. To involve citizens in the daily operations of the schools and in resolving the educational problems;
7. To identify non-parent groups, such as senior citizens, and promote the involvement of these persons in school activities and programs; and
8. To promote the genuine spirit of cooperation between the school and the community and to set up channels for sharing the leadership in improving community life.

Achieving these objectives requires that the board and staff, individually and collectively, in their daily contacts with parents, people in the community and one another express positive attitudes towards the schools. The board needs to make systematic, honest and continuing efforts to discover what the public thinks and what citizens want to know and to interpret school programs and accomplishments to the public. The board and staff should develop and active partnership with the community in working with the needs of the total community to find ways to make the area a better place to live.

The Board of Trustees has a dual responsibility for implementing statutory requirements pertaining to public education and local citizens' desires for educating the community's youth. While the Board has an obligation to determine and assess citizens' desires, it should be understood that when citizens elect delegates to represent them in the conduct of public education, they, at the same time, endow their representatives with the authority to exercise their best judgment in determining policies, making decisions, and assuring procedures for carrying out the responsibility.

The District shall strive to maintain effective two-way communication channels with the public. Such channels shall enable the Board and staff to interpret the schools' needs to the community and provide a means for citizens to express their needs and expectations to the Board and staff.

The Superintendent shall establish and maintain a communication process within the school system and between it and the community. Such a public information program shall provide for news releases at appropriate times, arrange for news media coverage of district programs and events, provide for regular direct communications between individual schools and the citizens they serve, and assist staff in improving their skill and understanding in communicating with the public.

Community participation in this district is important for improving the quality of education for the students. Therefore, this board intends to make every effort to identify the desires of the community and to be responsive to those desires. Community opinion may be solicited through parent organizations, parent-teacher conferences, open houses and other such events or activities which may bring staff and citizens together. Patrons of this district are encouraged to express their ideas, concerns, and judgments through: written suggestions or proposals; presentations at public hearings; responses to survey; comments at meetings of this board; and service on citizens advisory committees. The advice and the concerns of the public will be carefully considered. In evaluation of such advice, the first concern of this board will be the educational program as it affects students.

Establishing and maintaining good public relations with the community and other governmental organizations requires a concerted effort by the entire school district staff. Each school will make an effort to inform the public of various educational achievements, activities, and goals.

The most important public relations ambassadors are the teachers who work directly with students every day. All employees are encouraged to participate in community activities and demonstrate to the community by their words, attitudes, and actions the ideals set forth by this district.

Policy History:

Adopted on:

Revised on: March 11, 2013