

PUBLIC INFORMATION PROGRAM

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

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

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. At times, board meetings may be scheduled at neighborhood schools. Survey instruments and/or questionnaires may be developed in order to gain a broad perspective of community opinion.

The board is a nonpartisan public body and as such will not endorse political candidates. Neither staff nor students will be asked to disseminate campaign materials from the schools nor will any of the district facilities or communications services be used to disseminate such material.

The superintendent or designee(s) will have significant public information responsibilities and will address such matters as authority for making releases and the nature and content of bulletins to parents.

Staff Communications with the Public

Staff share the responsibility for communicating and interpreting the district mission, its policies, programs, goals and objectives to members of the community. Staff will perform their services and functions to the best of their ability and communicate with members of the community, parents, students, and other staff in a sincere, courteous, and considerate manner. Staff will strive to develop and maintain cooperative school-community relations and to achieve the understanding and mutual respect that are essential to the success of the district.

Confidential information about students or other staff will be released only as permitted by statute and district policies and procedures.

Cross Reference:

Board Policy 2106
Board Policy 4020

Program Compliance
Confidential Communications

Legal Reference:

RCW 28A.150.230

Basic education act — District school directors' responsibilities

Management Resources:

Policy News, October 2011

Policy Manual Revisions