

Public Information/School Communications Program

The Board of Education shall maintain an on-going program of internal employee relations and community communications. The Board encourages study, discussion, and active participation by interested parties in the development, implementation and promotion of the best possible educational programs and services.

The superintendent of schools shall foster the implementation of good public relations and public information programs for enabling the community to be informed about schools, programs and the school district.

The Board believes that a comprehensive communications system is a key factor in building and maintaining a common understanding in the district, which leads to the development of common goals and a common identity. A continuous communications process establishes and supports a level of trust among all people affected by the district. Furthermore this process provides an avenue for alleviating concerns.

The communication process should be inclusive of both internal and external audiences. Communication tools should align with the message and the scope of the audience. Communication should be a planned, well-developed process that is direct, simple, honest, timely, objective, consistent at all levels, two-way and systematically followed throughout the district.

Elements in communication

1. Support of the communications philosophy and process by all participants
2. Definition of the roles of participants
 - To send or receive information
 - To recommend
 - To make decisions
3. Consistent reporting to the appropriate groups by participants
4. Specific priorities for each of the participants with specific items and activities identified
5. On-going review and evaluation of the communication process
6. Development of communications skills

Attitudes in communications

- Be desirous to communicate
- Be willing to listen
- Seek to understand as well as to be understood
- Maintain an open door policy
- Focus on the receiver and the impact of the message
- Strive to share information fully and promptly
- Recognize that communication problems may be symptoms of other problems
- Be sensitive to horizontal communications as well as vertical

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