

## 9100 PUBLIC RELATIONS

The Board of Education believes that school district public relations is not solely an information program, but encompasses all aspects of the schools' relationship with the total community.

The Board of Education believes its school-community communications program should:

1. Promote public interest and participation in the operation of the school;
2. Gather information about public attitudes toward the school system and its programs and report them to the Superintendent and the Board;
3. Provide an honest, continuous, comprehensive flow of information about the policies, procedures, programs, problems and progress of the school system to the community and the staff;
4. Develop the most effective means of communication with the school system's public and use available media as appropriate;
5. Develop programs in the schools that will integrate home, school, and community in meeting the needs of district pupils;
6. Develop and maintain the confidence of the community in the school Board and the school staff;
7. Develop a climate that attracts good teachers and encourages staff to strive for excellence in the educational program;
8. Anticipate and forestall problems that are brought about by lack of understanding; and
9. Evaluate past procedures in order to make improvements in future communications.

The Superintendent shall be responsible for developing programs, techniques and channels for implementing this policy.

Adopted: May 26, 2009

