

Community Relations

Communications With the Public

The Governing Board recognizes the District's responsibility to keep the public informed regarding the goals, programs, achievements, and needs of the schools and District and to be responsive to the concerns and interests of the community.

The Superintendent or designee shall establish a proactive communication plan utilizing a variety of methods to build support for District programs and issues and provide information to the public. Means of communication shall be updated to reflect technological advances, in order that the District maintain efficient and cost-effective methods of reaching and interacting with target audiences.

In developing communications strategies, the Superintendent or designee shall take into account the needs of all members of the public, including individuals with disabilities and those whose primary language is not English.

The Superintendent or designee shall provide the Board and staff with communications protocols and procedures to assist the District in presenting a consistent, unified message on District issues.

Employees are encouraged to share positive information on the District with members of the community as a public service. Staff members must not, however, make public statements pertaining to policies and programs about which they are not well informed. Requests for such statements shall be referred to an appropriate individual at the school or District level for response.

Policy Adopted: 08/1985
Policy Amended: 12/17/2002; 09/03/2019

(Formerly BP 1100 & BP 1120)