

## **Public Information and Communications**

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 Board shall maintain an ongoing communications 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 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.

The superintendent shall oversee the development of procedures and techniques for implementing public communication programs that enable the community to be informed about schools, programs and the school district.

Adopted: October 18, 1976

Revised: September 12, 1984

Revised: September 24, 2003

Revised and recoded: October 28, 2015