

### **PUBLIC INFORMATION PROGRAM**

It is the responsibility of the district to provide for a two-way flow of information and interaction between the district and all groups interested in and affected by its programs. Such exchanges make the Board and the staff more effective in helping citizens to understand the power and influence of education, to receive the kind of information desired, and to give the district suggestions and criticisms relating to the improvement of the schools.

The Board shall maintain a continuing public information program, in order to promote widespread understanding of the school program, and to gain the support and participation of the community in the school system. In addition to encouraging members of the community to attend and participate in public Board meetings, the Superintendent of Schools shall develop a program to disseminate information about Board policies, procedures, actions and district educational programs to the public.

It is the responsibility of every employee to promote good community relations for the schools and for the educational betterment of students.

The Superintendent shall coordinate the activities of district administrators to ensure their direct involvement in the public information program. Each school, through its faculty and staff, shall participate not only in the dissemination of information to the public, but also in the planning of events and social programs aimed at getting the community involved in school district activities.

Parents and citizens wishing to obtain information should request it first through a Building Principal or other school administrator, then through the Superintendent, and finally through the Board.

The Superintendent will periodically evaluate the public relations program and advise the Board of recommended modifications and improvements.

Cross-ref: 1900, Parental Involvement

Note: Prior policy, Policy Manual, KB, revised

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