

**Public Engagement**

The Rochester Board of Education and the Superintendent of Schools are committed to:

1. Listening to our diverse community of students, families, teachers, and others in the community;
2. Reporting the District's progress in the areas outlined in the District's current Strategic Plan;
3. Increasing the level and quality of family involvement District-wide by preparing and implementing a strategic plan for parent involvement;
4. Developing effective communications to help our stakeholders become informed and educated on District happenings; and
5. Developing and implementing a strategic communications plan to target both internal and external audiences.

The Rochester Board of Education and the Superintendent of Schools will engage our public in a number of different ways, such as, but not limited to the following:

1. Community conversations;
2. Focus group sessions;
3. Town meetings;
4. Communication materials highlighting the successes, progresses, and changes in schools;
5. Multimedia and video production;
6. Building and maintaining the support of business, community leaders and interested parties;
7. Special needs services (i.e. sign language interpreting); and
8. Bilingual and multilingual publications.

The Board of Education authorizes the Superintendent of Schools to develop, implement, and evaluate a strategic communications plan to forward the District's mission, goals, and academic performance benchmarks to improve student achievement.

Cross-ref: Community Schools (1200)  
Parent and Family Engagement Policy (1900)  
Interpreters for Hearing-Impaired Parents (1925)  
District/Community Collaborative Presentations, Programs, and Services (4830.1)

Ref: Section 100.11, Commissioner of Education Regulations

Notes: New Policy, January 21, 1999 (Resolution No 98-99: 414); Amended October 19, 2023 pursuant to Resolution No. 2023-24: 415

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