

## Public Engagement

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

- Listening to our diverse community of teachers, parents, students and others in the community;
- Reporting the District's progress in the areas of the five design tasks: Standards and Assessments, Learning Environments, Community Service and Support, Public Engagement and Communications, High Performance Organization;
- Increasing the level and quality of parent involvement District wide by preparing and implementing a strategic plan for parent involvement;
- Developing effective communications to help our various publics become informed and educated consumers; and
- 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 publics in a number of different ways, such as, but not limited to the following:

- Customer satisfaction surveys;
- Community conversations;
- Focus group sessions;
- Town meetings;
- Communications materials highlighting the successes, progresses, and changes in schools;
- Multimedia and video production;
- Building and maintaining the support of business, community leaders and interested parties;
- Special needs services (i.e. sign language interpreting); and
- 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: 1200, Community Involvement  
1925, Interpreters for Hearing-Impaired Parents  
1930, Section 504 (ADA)  
2900, Parent Involvement  
4830.1, District/Community Collaborative Presentations, Programs, and Services

Ref: Section 100.11, Commissioner of Education Regulations

Note: New Policy, January 21, 1999 (Resolution No 98-99: 414)