

COMMUNITY RELATIONS

SUBJECT: Communication with the Public

It is the desire of the County Board of Education and County Superintendent of Schools that channels of communication be kept open at all times between the school systems and the people of the county. The County Board of Education and County Superintendent of Schools will continuously attempt to create and maintain programs that reflect the best current educational practices as well as the wishes of the county and will do its best to keep the people informed of the goals of the school system.

Education is a three-way partnership among students, citizens, and educators. The effectiveness of public schools depends upon the supportive and effective relationships of this trio.

Since relationships are founded in personal attitudes, an essential element in their development and maintenance is effective communications among students, citizens, and County Office staff.

As part of the County Board of Education and County Superintendent of School's continuing commitment to advance education, they shall endeavor to establish and maintain effective communications with education's various public by:

1. Promoting school public relations as a management function at both school and central office levels.
2. Aggressively carrying out a public relations program on a consistent basis.
3. Providing a variety of constructive ways in which people can become involved in their schools so they can express their interest in and concern for their schools and students.
4. Anticipating the information needs of the public and providing the information in timely, understandable and appropriate ways.
5. Meeting controversial issues honestly and presenting the public with the information it needs to understand the problems and support corrective action.

Distribution of Educational Materials

All general educational materials initiated through the County Office of Education that are proposed to be sent home with students, distributed to schools or posted in schools or classrooms must have prior approval of the Superintendent or designee. In addition, such

materials distributed by the County Office of Education shall have the source clearly identified and have adequate time allocated for delivery.

Materials considered appropriate for County Office of Education distribution include:

- County Office of Education publications and correspondence;
- regional project publications and correspondence;
- State Department of Education materials;
- publications related to the education of educators and students from national, state and local education agencies, associations or organizations.

Responsibility for implementing this policy rests with individual department directors through whom such materials are channeled or from whose department the materials emanate.

Effective public relations programs depend upon the efforts of many people - governing board members, superintendents, site administrators, administrators, teachers, classified employees, parent groups, students, and others. Effective school public relations is a critical step toward gaining and/or maintaining public support.