

## **COMMUNICATION AND PUBLIC ENGAGEMENT**

The Community must work together to address the educational needs of our students. To meet the needs of every student, effective internal and external communication, with key School Board stakeholder groups, i.e., parents, students, partners and employees, etc., is of primary importance.

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Policy Adopted: 8/19/97; 4/26/05

### **RULES**

#### **1. COMMUNICATION & PUBLIC ENGAGEMENT BELIEFS**

- a. Effective communication:
  - (1) stems from a perception and appreciation of the community as a whole;
  - (2) acknowledges that all partners are equal in the education process;
  - (3) is a shared value of the community and is based on trust;
  - (4) is user-friendly;
  - (5) is everyone's responsibility;
  - (6) is a dynamic, continuous process which is planned; involves everyone; flows in all directions; and, is sensitive to all individuals/groups in the community;
  - (7) is affected by the informal, unplanned communication system as well as by planned communication strategies;
  - (8) gathers customer feedback.

#### **2. COMMUNICATION & PUBLIC ENGAGEMENT STANDARDS**

- a. Effective communication and public engagement within and from the school system requires:
  - (1) an organized, systematic process, which is timely and accurate, for communicating information about major initiatives within each unit of the District. The process shall define the audience, identify methods of dissemination, include a process for feedback, and have a defined follow through procedure;
  - (2) use of communications media technology to enhance communication and public engagement;
  - (3) strategies for communicating with special populations; i.e. individuals with disabilities in accordance with the Americans With Disabilities Act, speakers of other languages, etc.;
  - (4) an organized, systematic way for identifying participants in communication and public engagement activities (i.e., focus groups, discussion groups, town meetings, etc.) to ensure a wide and diverse sample of the population;
  - (5) a systematic evaluation method for assessing the impact of specific communication efforts.