

## **Community Relations**

### **School-Community Relations**

A school system draws its major strengths and weaknesses from the attitudes of citizens in the community it serves. Therefore, the quality of a school program depends largely upon public understanding of what the schools are attempting to do. The kind of education that students within a community receive depends on three things:

1. The extent to which people are willing and able to pay for education;
2. The community's expectations for its schools;
3. The effective utilization of available resources.

A full understanding of the school program and what it can and should do for students is important in developing a good school system. In order to achieve such understanding, the District believes that educational communications must be:

1. Many-faceted and include a variety of media to efficiently and effectively inform all citizens of the District;
2. Internal as well as external and stress the dissemination of factual, objective and realistic data about the District;
3. A planned program with involvement and feedback to be effective;
4. Sensitive to change as determined by events and an evaluation of the program. School-Community Relations Objectives.

In accordance with its stated goals concerning school-community relations, the objectives of District 204 will be to:

1. Provide an information program to aid public understanding of the schools -which may include but not be limited to a regular District newsletter for the community, regular news releases and feature stories, regular email communication, and various brochures describing District programs and policies.
2. Assess public opinion as a means of assisting the Board of Education in policy determination and assisting the professional staff in the operation of the schools.
3. Recognize the right of the news media to inquire, research, and report information about the District and its schools.
4. Seek ways to involve citizens in the work of the schools and to foster community understanding and a sharing of responsibility for the quality of education.
5. Provide in-service activities that help all District employees recognize their roles as representatives of the District in the total school-community relations effort.
6. Conduct all of its business in public sessions -- except for those areas that, of necessity, should and, by law, may be considered in closed session.

### **Community Relations Program**

The Superintendent or his/her designee is the District's chief spokesperson and will plan, implement, and evaluate a District community relations program that will include:

1. Regular news releases concerning District programs, policies, and activities -- which will be sent to the news media;
2. News conferences and interviews, as requested or needed. Individuals will not speak for the District without prior approval from the building principal with regard to building issues or from the Superintendent with regard to District issues;
3. Publications having well-written editorial content, high-quality graphic content and an effective format. All publications will identify the District and the originating school, department, or classroom. Also, they will include the name of the Superintendent, the building principal, the editor, and the publication date; and
4. Other communications that highlight the District's programs and activities.

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