

## **COMMUNITY RELATIONS**

### **Communication with the Public**

It is the policy of the board to maintain two-way communications with students, parents, guardians, employees, and members of the community. The best interests of the district are served when district residents and district staff work together toward school improvement. Therefore, the board continually strives to create and maintain schools that reflect the public's wishes, provide the community with complete and accurate information regarding needs and activities, and develop educational policies and programs that reflect community interests and desires.

School-community associations, such as parent organizations, are integral parts of the school community that promote a finer educational program. The board encourages residents of the district who are qualified because of training, experience or personal characteristics, to act as resource persons in assisting school personnel.

Additionally, the board seeks to increase community awareness of the day-to-day activities and operation of the district, including but not limited to information about district programs, school finances and how funds are spent, and opportunities for community participation, input, and feedback.

The superintendent shall ensure that information provided by the district through the use of a variety of communications media is accurate and timely.

Means of communication may include, but not be limited to: the cable television channel and the district's web site: <http://www.okemoschools.net>, the Okemos Education Foundation newsletter to the community, Alert Now e-mails and phone messages, individual school newsletters, articles for periodicals, newspapers and/or radio releases, television releases, and special pamphlets. The web site provides a directory for all school personnel. Mass media and publicity organizations will also be utilized to keep the district's goals, programs, achievements and needs before the public. Inquiries related to the board of education can be submitted by email to [board@okemoschools.net](mailto:board@okemoschools.net).

SEE ALSO - Board Policies: 1112: Media Relations

1310: Public Information/Reports

6300: District Network Resources & Internet Safety

6301: Broadcasting on the District Network

6302: Web Page Development

Policy

Adopted: 01-74

Amended: 07-19-2016

Reviewed:

The superintendent or designee shall serve as primary spokesperson about individual or general activities of the district. The superintendent may engage outside counsel, representation and/or services to assist with communications to the community if funds are available within the annual operating budget. Any engagement of outside counsel, representation and/or services which materially affects the annual operating budget shall not be undertaken prior to approval by the board.

The superintendent may also assist in coordinating work with civic and other groups that contribute to school system values and assist with the development of methods and procedures to receive and consider community attitudes, reactions and proposals covering school programs.

The superintendent or designee shall oversee the district's use of the cable channel and Web site.

1. The cable channel shall broadcast such events and activities as regular board of education meetings, public service announcements, student performances, and school closing information.
2. The district web site, <http://okemoschools.net>, shall contain information about the district. The home page is updated as needed.

Regulations: 07-19-2016