

Community Relations

Public Relations

The Board President is the official spokesperson for the School Board. The Superintendent is the District's chief spokesperson. The Superintendent or designee shall plan, implement, and evaluate a District public relations program which will:

1. Develop public understanding of school operation.
2. Gather public attitudes and desires for the District.
3. Secure adequate financial support for a sound educational program.
4. Help citizens feel a more direct responsibility for the quality of education provided by their schools.
5. Earn the public's good will, respect, and confidence.
6. Promote a genuine spirit of cooperation between the school and the community.
7. Keep the news media accurately informed.
8. Coordinate with the District Safety Coordinator to provide accurate and timely information to the appropriate individuals during an emergency.

The public relations program should include:

1. Regular news releases concerning District programs, policies, activities and special event management for distribution by, for example, posting on the District website or sending to the news media.
2. News conferences and interviews as requested or needed. The Board President and Superintendent will coordinate their respective media relations efforts. Individuals shall not speak for the District without prior approval from the Superintendent.
3. Publications having a high quality of editorial content and effective format. All publications shall identify the District originating school, department, or classroom and shall include the name of the Superintendent, the Building Principal, and/or the author and the publication date.
4. Other programs which highlight the District's programs and activities.

Community Engagement

Community engagement is a process that the Board uses to actively involve diverse citizens in dialogue, deliberation, and collaborative thinking around common interests for the Districts' schools.

The Board, in consultation with the Superintendent, determines the purpose(s) and objective(s) of any community engagement initiative. For each community engagement initiative, the Board will commit to the determined purpose(s) and objective(s), and provide information about the expected nature of the public's involvement; the Superintendent or designee will identify the effective tools and tactics that will advance the Board's purpose(s) and objective(s).

The Superintendent will: (1) review whether its community engagement initiatives are achieving the identified purpose(s) and objective(s), (2) consider what, if any, modifications would improve effectiveness, and (3) determine whether to continue individual initiatives.

The Board will periodically: (1) review whether their community engagement initiatives are achieving the identified purposes(s) and objective(s), (2) consider what, if any, modifications would improve effectiveness, and (3) determine whether to continue individual initiatives.

CROSS REF: 2.110

LEGAL REF.: 23 Ill. Admin. Code §1.210.

Adopted: May 23, 1996

Revised: November 18, 2015