

## **Community Relations**

### **Connection with the Community**

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 and implement a District public relations program to keep the community informed and build support through open and authentic communications. The public relations program shall include, without limitation, media relations; internal communications; communications to the community; communications to students and parents/guardians; emergency communications in coordination with the District Safety Coordinator; the District website and social media channels; and other efforts to reach all audiences using suitable mediums.

### **Role of Superintendent and Principals:**

The Superintendent shall coordinate the release of information concerning the School District and actions of the Board of Education.

The Building Principal of each school shall act as the liaison responsible for sharing information.

CROSS REF.: 2:110 (Qualifications, Term, and Duties of Board Officers)

ADOPTED: April 5, 2011

REVISED: January 19, 2016