

Community Engagement and Communications

C-115-P

The District will develop systems and processes using a variety of communication channels to effectively communicate with the public and key stakeholder groups. District communications will come primarily from the District's spokesperson. If employees or Board members do provide communications during their contact with parents or patrons, such individuals will follow all confidentiality and other restrictions imposed by law or District rules, and ensure all communications are accurate.

Superintendent as Spokesperson

The Superintendent will serve as official spokesperson for the District unless otherwise directed by the Board. All employees and Board members will direct requests for statements about District business from the public or members of the media to the Superintendent or designee. Board members should direct requests for statements about District business to the Superintendent or designee. If a Board member chooses to make a statement about District business, the Board member will emphasize that he or she may only speak as an individual Board member, not on behalf of the Board or the District.

Communications Plan

The Superintendent or designee will develop a District communications plan that, at a minimum:

1. Establishes District channels of communications.
2. Sharing information with the public.
3. Sharing information with internal District stakeholders.
4. District communications during emergencies.
5. Information to be provided to parents/guardians and members of the public as required by law.

Community Engagement

District patrons should be encouraged to provide ideas, concerns and comments about District programs. The Superintendent will create opportunities for engaging patrons including through written submissions, participation on committees and stakeholder focus groups, and survey responses.