

**Communication with the Public**

**EL-12**

1. Community/Public Relations. The Superintendent shall not fail to prepare and execute a community/public relations plan that does the following:
  - a. Establishes and maintains strong links with community support groups and key communicators to ensure they are kept informed and are predisposed to provide support within the community on critical district issues to include bond/levy needs;
  - b. Ensures the publication and distribution of the Dialog at least twice a year, reserving a column for a "From the Board of Directors" article;
  - c. Uses multiple media resources including the district website to connect with the community and provide essential information, to include
    - (1) The current year's schedule and location of board meetings, and the meeting agenda before each scheduled board meeting,
    - (2) Approved board meeting minutes,
    - (3) Current governance policies and district policies/procedures, and
    - (4) Contact information for elected and appointed district officials.
  - d. Promotes and enhances the role and public profile of the board as the district's principal connection with the community, and the community's voice in governing the district;
    - (1) Display board member contact information via brochure at each district school;
    - (2) Display annual board agenda, including information on planned linkage meetings (purpose, date, location, procedures) at each district school;
    - (3) Inform board members of opportunities for participation in and/or attendance at community events.
    - (4) Display board member names on all community-related print material.
2. Annual Progress Reports. The Superintendent shall not fail to present annual school and district progress reports to the public as required by law, including information about school and district strategies intended to address achievement problems and to accomplish the Board's *Ends* policies;
3. Strategic Plan. The Superintendent shall not fail to publish a district strategic plan, describing district ends and major programs designed to achieve them, and will ensure that the plan is not more than five years old.

**Adopted:** February 28, 2007  
**Monitoring Method:** Internal Report  
**Monitoring Frequency:** Annually in December