

INDEPENDENT SCHOOL DISTRICT 719  
PRIOR LAKE - SAVAGE AREA SCHOOLS

**901 COMMUNICATIONS WITH THE PUBLIC**

**I. PURPOSE**

It is the desire of the school board to maintain and enhance effective communication between the school system and district residents. The purpose of this policy is to create and maintain schools that reflect community expectations and keep the community informed of the affairs of the school system.

**II. DEFINITION**

**III. GENERAL STATEMENT OF POLICY**

- A. Administration and designated staff are responsible for the preparation of informational materials including: newsletters, articles for periodicals, news media releases, special pamphlets and other assigned material.
- B. Administration and designated staff will organize or assist in development of speakers' bureaus and speaking engagements with civic, PTC, church and other groups, that contribute to school system values.
- C. The superintendent and his/her staff will serve as community relations advisors to the school board and other staff members.
- D. The communications specialist is responsible for researching, writing, implementing and maintaining a district communications plan.
- E. The superintendent and his/her staff are encouraged to use all available media (such as publications, radio, web site, e-mail and TV) to keep the goals, program, achievements and needs of the schools before the public.
- F. There will be opportunities for the public to provide input and have a dialogue on school and district-related matters with school board members.
- G. The school board chair will serve as the board spokesperson. The superintendent will serve as the school district spokesperson and designate the communications specialist and other key staff members to assist in ensuring the most effective means of communications are carried out to the public and staff.

School Board Adoption: May 8, 2006

An Equal Opportunity School District