

Douglas Education Service District

Code: **KA/KAA-AR**
Revised/Reviewed: Unknown; 6/11/15
Orig. Code(s): 12000-AR

ESD-Community Relations Goals and Objectives

1. Responsibility for the ESD public information and community relations programs shall lay with the superintendent.
2. This person shall identify the ESD's various publics, determine their information needs and concerns, and develop efficient methods to reach those publics with timely, accurate information.
3. Due to the diversity of publics and communities in Douglas County, ESD communications programs will employ a variety of techniques to give all its publics an opportunity to receive information.
4. The ESD recognizes that effective communications with its publics can only be established by regular, ongoing efforts.
5. Publics to be reached by the ESD public information and community relations programs may include:
 - a. The general population of Douglas county;
 - b. Specific communities within the county;
 - c. Civic and professional groups;
 - d. LEA staff members; and
 - e. District staff members.
6. Techniques for disseminating information may include news releases, public service announcements, public speaking engagements, internally and externally distributed newsletters, other publications such as brochures and pamphlets and audiovisual devices such as a recorded presentation.
7. A complete copy of ESD policies and administrative regulations shall be distributed to each Board member, the administrative staff, each district superintendent in Douglas County, the Douglas County Library and the news media upon request.