

Dufur School District 29

Code: **KB**
Adopted: 9/03/96
Readopted: 3/03/14
Orig. Code(s): KB

Public Engagement and Communications Program

Good public engagement and communication are a very important part of service to the district. No matter what the position, the public tends to judge the school system by the conduct and attitudes of employees. Public confidence and good will may be gained when employees are considerate, friendly and understanding.

The Board believes that public education can be improved, resulting in increased instructional benefits for students by establishment of policy on public engagement and school communications. The belief includes the following principles:

1. The public engagement and communication program should be planned, systematic, two-way process of communication between the district and its internal/external publics;
2. The public engagement and communication program should be many-faceted and should include a variety of media to efficiently and effectively inform all citizens of the district;
3. Public engagement and communications, to be effective, must include a planned program with involvement and feedback;
4. Communications must be internal as well as external and must stress the dissemination of factual, objective and realistic data about the district;
5. Public engagement and communication must be dynamic and sensitive to changes as determined by events and evaluation of the program.

END OF POLICY

Legal Reference(s):

[ORS 332.107](#)