

**Public Engagement and Communications Program\*\***

An effective public engagement and communications program is a necessary component of a school system's organization and operation. Therefore, the Board directs the superintendent to organize, maintain and operate an effective public engagement and communications program.

The district's public engagement and communications program will include the following:

1. Support the understanding of the goals, needs and accomplishments of the total educational program;
2. Provide a planned, systematic two-way process between the Board and superintendent and the district's employees and the community;
3. Include the use of a variety of media such as meetings, letters, social media, publications and personal contacts;
4. Provide the communication channels necessary for resolving grievances and eliminating misunderstandings.

END OF POLICY

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**Legal Reference(s):**

[ORS 332.107](#)