

Public Involvement, Engagement and Communications Program**

The Board believes public education can be improved through public involvement, engagement and communications resulting in the increased instructional benefits for students.

The superintendent shall maintain a public involvement, engagement and communications program that follows the guidelines below:

1. The public involvement, engagement and communications program should be a planned, systematic, two-way process of communication between the district and its internal/external publics to support the decision-making process and build trust;
2. The public involvement, engagement and communications program should be many-faceted and should include a variety of media to efficiently and effectively inform all citizens of the district, with the purpose to increase understanding, seek input and positively impact the health, safety and success of students;
3. Public involvement, engagement and communications should be dynamic and sensitive to change as determined by events and evaluation of the program, keeping pace with current technological and social changes in communication methods;
4. Communications should include internal as well as external audiences and should stress the dissemination of factual, objective and realistic data about the district that is transparent, timely and understandable;
5. Communication should be conducted with the approaches most effective for the recipients.

END OF POLICY

Legal Reference(s):

[ORS 332.107](#)