

# Harney Education Service District

Code: **KB**  
Adopted: 3/10/04  
Readopted: 2/13/13  
Orig. Code(s): KB

## Public Engagement and Communications Program

The Board believes that public education can be improved, resulting in increased instructional benefits for students, by establishment of a policy on public engagement and communications in addressing select issues.

This belief includes the following principles:

1. The public engagement and communications program should be a planned, systematic, two-way process of communication between the ESD and its internal/external publics;
2. The public engagement and communications program should be many-faceted and should include a variety of media to efficiently and effectively inform all citizens;
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 ESD;
5. Public engagement and communications must be dynamic and sensitive to change as determined by events and evaluation of the program.

END OF POLICY

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**Legal Reference(s):**

[ORS 334.125\(7\)](#)