

## **School Community Relations Goals**

The Board bears full responsibility for informing the general public about the operations of the school system. The Board also believes in involving citizens in the work of the schools so that they can help solve educational problems. An effective school-community relations program is a combination of these beliefs and the following ideas and practices:

1. A positive attitude toward the schools, as expressed by each person on the school staff in his/her daily contacts with other staff members, parents, and people of the community.
2. A systematic, honest, and continuing effort to discover what the citizens think and what they want to know; to interpret the schools' programs, problems, and accomplishments; to correct misinformation, and to supply all desired information.
3. An active partnership between the school and the community in which professional educators and laymen work together toward improvement of the total educational program.
4. An active interest on the part of every staff member in the needs of the community to find ways to make the district a better place to live.

The ultimate goal of school public relations is to improve the quality of education for all children in a democratic society. In order to achieve this goal, and to evaluate progress toward it, the Board declares the following objectives:

1. To develop public understanding of school operation; to ascertain public attitudes toward issues in education; and to discover the public's aspirations for the education of their children.
2. To secure adequate financial support for a sound educational program.
3. To help citizens feel a direct responsibility for the quality of education provided by their schools.
4. To earn the good will, respect, and confidence of the public with regard to the schools' staff and services.
5. To foster public understanding of the need for constructive change, and solicit public advice on how we can achieve our educational goals.
6. To foster citizen involvement.
7. To promote a cooperation between the school and the community, and to establish channels for sharing the leadership in improving community life.

School principals are encouraged to establish programs of school-community relations. Primary goals for such programs should include:

1. Identification of areas in need of examination, interpretation, and discussion between school and community; organization of communication systems; and provision of information to local persons or groups through such means as local news releases, newsletters, school and civic association meetings, etcetera.
2. Coordination and facilitation of local news media relations.
3. The Board believes that an effective public engagement and communications program is a necessary component of a school system's organization and operation. Therefore, the Board supports the superintendent and principals in creating a program that invites the public to assist in establishing the district's mission, goals and educational priorities.

The district's public engagement and communications program will:

1. Provide meaningful opportunities to seek and use public input on issues affecting the operation of the district;
2. Encourage a better understanding of the goals, needs and accomplishments to the total educational program;
3. Be a planned, systematic, two-way process between the Board and superintendent and the district's employees and community;
4. Include a variety of media such as meetings, letters, circulars, seminars, publications and personal contacts;
5. Provide the information sharing and discussion channels necessary for resolving differences and eliminating misunderstandings;
6. Encourage informal as well as formal methods of communication.

END OF POLICY

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**Legal Reference(s):**

[ORS 332.107](#)