

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 relations and school communications. This belief includes the following principles:

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

END OF POLICY

Legal Reference(s):

[ORS 332.107](#)