

Oregon City School District

Code: **KAA**
Adopted: 8/88
Readopted: 6/09/08
Orig. Code(s): 8110

Community Relations

The district shall be committed to an ongoing public information and public relations practice between administration and staff and between the district and the community. All district employees shall keep themselves well informed and supportive regarding the policies, programs, and direction of the schools and participate in good school-community interaction. The goal of this policy is to achieve and maintain a strong two-way, well-informed relationship between the district and the community, recognizing the right and need of the community to be well informed and encouraging them to inquire and learn about district school programs and needs.

Public information and public relations is a planned and systematic function to help improve the programs and services of an educational organization. It relies on a comprehensive two-way communication plan involving both internal and external publics, with a goal of stimulating a better understanding of the role, objectives, accomplishments, and needs of the organization. All staff members will be an integral part of public relations efforts.

The district shall develop, keep, maintain, and follow a comprehensive communication plan outlining the elements, procedures, and responsibilities of public information and public relations. In-service on the importance of the plan and its practice shall be provided to each employee.

The district superintendent shall have the primary responsibility of overseeing and directing public information and public relations and may assign specific duties to other individuals. Each building administrator shall be in-serviced by the superintendent. The superintendent shall provide in-service to the building administrators.

As members of the district community, Board members recognize the importance of the schools and their educational services to student. In performing their functions and representing the people of the community, the Board shall make every attempt to receive input from all sources, keep well informed of district policies and directions, evaluate and be responsive to the public in a professional manner and share its information with the superintendent and each other.

END OF POLICY

Legal Reference(s):

[ORS 332.107](#)