

Community Relations

Public Relations/Communications

The Superintendent is the District's chief spokesperson and shall plan, implement, and evaluate a District public relations program which will:

- To develop public understanding of all aspects of school operation; to ascertain public attitudes toward issues in education; and to discover the public's aspirations for the education of their children.
- To secure adequate financial support for a sound educational program.
- To help citizens feel a more direct responsibility for the quality of education provided by their schools.
- To earn the good will, respect and confidence of the public with regard to the schools' staff and services.
- To foster understanding of the need for constructive change and solicit public advice on how to achieve educational goals.
- To involve citizens in the work of the schools and the solving of educational problems.
- To promote a genuine spirit of cooperation between the school and the community and to set up channels for sharing the leadership in improving community life.
- To keep the news media provided with accurate information.

The public relations program should include:

1. Regular news releases concerning District programs, policies, and activities for distribution by, for example, posting on the District website, using social media platforms, e.g., Facebook, Twitter, etc., or sending to the news media.
2. News conferences and interviews as requested or needed. Individuals shall not speak for the District without prior approval from the Campus Principal with regard to a building issue or from the Superintendent with regard to the District,
3. Publications having a high quality of editorial content and effective format. All publications shall identify the District originating school, department, or classroom and shall include the name of the Superintendent, the Campus Principal, and/or the author and the publication date, and
4. Other programs which highlight the District's programs and activities.

Correspondence

When the School Board President or Superintendent receives a written correspondence from a resident within the District requesting the consideration of a matter before the Board, the person shall receive a written reply from an appointed official of the Board. The reply from the District shall be given to the person no later than sixty (60) days following receipt of the request.

Included in the School Board's response shall be either a time, date and place for the person to appear before the Board or a list of reasons for denying the person's request.

LEGAL REF.: 23 Ill. Admin. Code § 1.210.

Adopted: November 19, 1996
Reviewed: 25 April 2011
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