

## **PUBLIC INFORMATION PROGRAM**

The district shall strive to maintain effective two-way communication channels with the public. Such channels shall enable the board and staff to interpret the schools' performance and needs to the community and provide a means for citizens to express their needs and expectations to the board and staff.

The superintendent shall establish and maintain a communication process within the school system and between it and the community. Such a public information program shall provide for a district annual report, news releases at appropriate times, news media coverage of district programs and events, and regular direct communication between individual schools and the patrons they serve. The public information program shall also assist staff in improving their skill and understanding in communicating with the public.

Community opinion may be solicited through parent organizations, parent-teacher conferences, open houses and other such events or activities which may bring staff and citizens together. Survey instruments and/or questionnaires may be developed in order to gain a broad perspective of community opinion. Annually, the superintendent shall report to the board on this policy has been implemented.

Cross Reference: Board Policy 2106  
Legal References: RCW 28A.150.230

Program Compliance  
Basic Education Act of 1977 — District  
school directors as accountable for  
proper operation of district — Scope —  
Responsibilities