

PROPOSED REVISION



COMMUNITY RELATIONS

Public Information Program

The district shall strive to maintain effective, two-way communications with the public. Board and staff will interpret the performance and needs of schools and the district to the community and provide a means for citizens to express their needs and expectations to the board and staff.

The superintendent/**designee** shall establish and maintain a comprehensive communication and community engagement program within the school system and between it and the community. **Such a public information program will 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 community members they serve. The public information program will 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. At times, board meetings may be scheduled at neighborhood schools. Survey instruments and/or questionnaires may be developed** in order to gain a broad perspective **of community opinion**. Community involvement and engagement that supports district priorities will be encouraged.

The board is a non-partisan public body and, **as such,** shall not endorse political candidates. The board may, from time to time, support positions on public issues that impact the school district. Neither staff nor students will disseminate candidate campaign materials from school district sites nor will district facilities, equipment or other resources be used to disseminate candidate campaign material.

The superintendent/**designee** shall identify staff **who have with** significant communications/public engagement responsibilities and establish guidelines for their work. **The guidelines will address such matters as authority for making releases and the nature and content of bulletins to parents.**

Staff Communications with the Public

Staff shares the responsibility for communicating and interpreting the district mission, its policies, programs, goals, and objectives to members of the community. Staff will perform their services and functions to the best of their ability and communicate with members of the community, parents, students, and other staff in a sincere, courteous and considerate manner. Staff will strive to develop and maintain cooperative school-community relations and to achieve the understanding and mutual respect that are essential to the success of the district.

Confidential information about students or other staff will be released only as permitted by law and district policies and procedures.

PROPOSED REVISION

Public Health Information

The district will post a prominent link on its website's homepage and on each schools' homepage to information from the Department of Health that addresses substance use trends; overdose symptoms and response; and the secure storage of prescription drugs, over-the-counter medications, and firearms and ammunition.

To keep students, families, and community members informed about available health resources, the district will make the information described above from the Department of Health accessible through internet-based communications (like the district's social media accounts) and through digital and nondigital communications. The district will post this information at least twice each school year.

Collection Of Disciplinary Data

The district will collect data on student disciplinary actions taken in each school, and the information will be available to the public on request. This information may not be personally identifiable, and will not include a student's name, address, or social security number.

District Annual Report

An annual district report addressing the activities of the district and the administration's recommendations for improvement of student learning and district operations will be prepared by the superintendent, or designee, and presented to the board as soon as possible after the close of each school year. ~~shall prepare annual district reports, including school performance reports, required by statute, regulation or contractual agreement. Upon board approval, the reports~~ will be made available to the general public and used as one means for informing parents and community members, the Office of the Superintendent of Public Instruction, and other districts in the area, of the programs and conditions of the district's schools ~~after the board has received them~~. The reports ~~shall be prepared in~~ district must ensure awareness of and compliance with ~~mandated~~ certain statutory requirements but may include additional information about the district or about individual schools.

The district must ensure awareness of and compliance with certain statutory requirements. When the district is not in compliance, such deviations will be incorporated into the annual report.

Cross references:

Board Policy 2004	Accountability Goals
Board Policy 2334	Substance Abuse Prevention Program
Procedure 4130P	Public Information Program
Board Policy 4131	Confidential Communications

PROPOSED REVISION

4130

Page 3 of 3

Legal references:	RCW 28A.150.220	Basic education—Minimum instructional requirements—Program accessibility—Rules
	RCW 28A.150.230	District school directors' responsibilities
	RCW 28A.655.100	Performance goals—Reporting requirements
	RCW 28A.655.110	Annual school performance report—Model report form
	House Bill (HB) 1230	Schools—Public Health Information

Adopted: November 21, 1980
Revised: October 24, 1994
Revised: May 3, 1999
Updated: May 2001
Updated: July 2009
Updated: January 2012
Updated: February 2018
PROPOSED: July 2023