

Communication with the Public

It is the desire of the School Board that two-way channels of communication be kept open at all times between the school system and the people of the school district. The Board will continuously attempt to create and maintain schools that reflect the public's wishes and will do its best to keep the people informed of the affairs of the school system.

The Board believes that responsible management of the school district requires current Laws, standards, attitudes, and philosophies of education be presented to the community on a continuing basis. The Board also recognizes that as elected representatives of the people it must consider the needs and desires of the community in establishing educational policy. In order to meet both of these aims, it is essential that effective two-way communication be maintained with the community.

It is the Board's belief that citizens who are adequately informed will vote more constructively in school elections. The administration is responsible for all informational services to and from the public except for such matters as the Board may from time to time wish to deal with publicly itself.

To help achieve the above goals, the Board authorizes the Superintendent:

1. To prepare or guide the preparation of informational materials including newsletters, articles for periodicals, newspapers and/or radio releases, special pamphlets, other assigned material, and to maintain close liaison with mass media and publicity organizations;
2. To organize or assist in development of speakers' bureaus and speaking engagements with civic, church, and other groups;
3. To provide staff members with assistance and materials for working with educational conventions meeting locally and in preparation of material for community and staff consumption such as handbooks and recruiting leaflets;
4. To assist in coordinating work with civic and other groups which contribute to school system values such as Science Fair and Art Exhibits;
5. To serve as community relations counselor to the School Board and other staff members.
6. Delegate authority to central administrative staff and principals to produce, submit, and publish such materials while maintaining ultimate responsibility for them.

Legal References: SDCL 13-8-1; 13-8-10

Revised: October 9, 1995; October 12, 2009