

## **PUBLIC INFORMATION/SCHOOL COMMUNICATIONS PROGRAM**

Colorado Springs School District 11 (the District) offers a wide variety of opportunities to the community. The educational programs of the District are enriched by the active involvement of Colorado Springs' citizens, organizations and businesses.

The Board shall maintain a continuing information program for compiling and distributing news of events, noteworthy facts, statistics, plans and forecasts necessary to the creation of an interested and informed public. Providing such information shall be the joint responsibility of the Board, the office of Communications and Community Relations, central administration staff and individual schools.

The Board recognizes that meeting the needs of the community depends upon two-way communication between the Board and the public. The Board, therefore, encourages the use of every available means for the community to make known its desires and the Board to make known its plans and actions.

The Board shall make every attempt to:

1. Keep the public informed about the policies, administrative operations, objectives and educational programs of the schools.
2. Provide the means for furnishing full and accurate information, together with interpretation and explanation of school plans and programs.

The Superintendent or designee shall develop procedures and techniques for ensuring a continuous and free-flowing line of communication so that staff can become well informed to explain the District programs, strengths, as well and problems and needs, to the community.

A good public relations program is made possible through the efforts of the personnel employed by the District. All employees are encouraged to provide good customer service in their relationships with students, staff, parents/guardians and the general citizenry.

Adopted September 1972

Revised August 1981

Revised May 1995

Revised June 12, 2013