

COMMUNITY RELATIONS

8:10 Connection with the Community

Public Relations

The Board President is the official spokesperson for the Governing Board. The Executive Director is the Cooperative's chief spokesperson. The Executive Director or designee shall plan and implement a Cooperative public relations program that will:

1. Develop community understanding of school operation.
2. Gather community attitudes and desires for the Cooperative.
3. Secure adequate financial support for a sound educational program.
4. Help the community feel a more direct responsibility for the quality of education provided by their schools.
5. Earn the community's good will, respect, and confidence.
6. Promote a genuine spirit of cooperation between the school and the community.
7. Keep the news media accurately informed.
8. Coordinate with the Cooperative Safety Coordinator to provide accurate and timely information to the appropriate individuals during an emergency.

The public relations program should include:

1. Regular news releases concerning P.A.E.C. programs, policies, activities, and special event management for distribution by, for example, posting on the Cooperative 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. The Board President and Executive Director will coordinate their respective media relations efforts. Individuals may speak for the Cooperative only with prior approval from the Executive Director.
3. Publications having a high quality of editorial content and effective format. All publications shall identify the Cooperative, school, department program, or classroom and shall include the name of the Executive Director, the Principal, and/or the author and the publication date.
4. Other efforts that highlight the Cooperative's programs and activities.

CROSS REF.: 2:110 (Qualifications, Term, and Duties of Board Officers)

Adopted: June 18, 2020

Proviso Area for Exceptional Children (P.A.E.C.)
