

OFFICE OF THE SUPERINTENDENT

Millburn Public Schools

INFORMATION ITEM

June 6, 2011

To: Board of Education Members

From: Ellen E. Mauer, PhD

Subject: Policy 8:10-Connection with the Community

This policy is revised to update all legal and cross-references. The new policy changes the title from Public Relations to Connection with the Community. It changes the responsibility of the superintendent by adding an evaluation component to the public relations program. Also added is a section on four specific requirements of a program.

We can use this as our first reading and place this on the consent agenda for next time.

Community Relations

Connection with the Community

The Superintendent is the District's chief spokesperson and shall plan and implement a District public relations program that will: ¹

1. Develop community understanding of school operation.
2. Gather community attitudes and desires for the District.
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 provided with accurate information.

The public relations program should include:

1. Regular news releases concerning District programs, policies, and activities, that will be sent to the news media.
2. News conferences and interviews, as requested or needed. Individuals may speak for the District only with prior approval from the Superintendent. ²
3. Publications having a high quality of editorial content and effective format. All publications shall identify the District, school, department, or classroom and shall include the name of the Superintendent, the Building Principal, and/or the author and the publication date.
4. Other efforts that highlight the District's programs and activities. ³

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

The footnotes are not intended to be part of the adopted policy; they should be removed before the policy is adopted.

¹ These objectives are examples only and should be customized for each district.

² In alignment with the IASB "Foundational Principles of Effective Governance," the school board president is the board's spokesperson (see 2:110, *Qualifications, Term, and Duties of Board Officers*) and the superintendent is the district's spokesperson.

³ Examples of such programs include senior citizens' brunches, realtors' luncheons, and building tours.

Community Relations

Public Relations

The Superintendent is the District's chief spokesperson and shall plan, implement, and evaluate a District public relations program which will:

- develop public understanding of school operation.
- gather public attitudes and desires for the District.
- secure adequate financial support for a sound educational program.
- help citizens feel a more direct responsibility for the quality of education provided by their schools.
- earn the public's good will, respect, and confidence.
- promote a genuine spirit of cooperation between the school and the community.
- keep the news media provided with accurate information.

LEGAL REF.: 23 Ill. Admin. Code § 1.210.

ADOPTED: May 20, 2002