Communication with the Public **EL-12**

1. Community/Public Relations
   The Superintendent shall not fail to prepare and execute a community/public relations plan that does the following:
   a. Establishes and maintains strong links with community support groups and key communicators to ensure they are kept informed and are predisposed to provide support within the community on critical district issues to include bond/levy needs.
   b. Ensures the publication and distribution of a district newsletter at least twice a year, reserving a column for a "From the Board of Directors" article.
   c. Uses multiple media resources including the district website to connect with the community and provide essential information, to include:
      (1) The current year's schedule and location of board meetings, and the meeting agenda before each scheduled board meeting.
      (2) Approved board meeting minutes.
      (3) Current governance policies and district policies/procedures.
      (4) Contact information for elected and appointed district officials.
   d. Promotes and enhances the role and public profile of the board as the district's principle connection with the community, and the community's voice in governing the district:
      (1) Display board member contact information at each district school.
      (2) Display annual board agenda, including information on planned linkage meetings (purpose, date, location, procedures) at each district school.
      (3) Inform board members of opportunities for participation in and/or attendance at community events.

2. Annual Progress Reports
   The Superintendent shall not fail to prepare annual school and district progress reports to the public which include the following items:
   a. Student achievement data and graduation rates, disaggregated by gender, and other categories, indicating student progress toward accomplishing the Board's Ends policies.
   b. Information about school and district strategies intended to address achievement problems and to accomplish the Board's Ends policies.
   c. Revenues, expenditures, and costs of major programs and elements of district and school operations.