



A World-Class Community of Learners

997 Communications and Community Engagement

I. PURPOSE

The School Board recognizes the value of parent, student, and community engagement to support school effectiveness and student achievement; and the Board, working through the administration is committed to supporting and maintaining collaborative partnerships with all members of the Fridley Public Schools community.

II. GENERAL STATEMENT OF POLICY

The School Board recognizes that a climate of mutual understanding and cooperation among staff, students, parents, and community is essential and that these goals are achieved by implementation of a strategic communication and public relations program.

The School Board believes it is the responsibility of each School Board member, as well as each employee of the District, to actively encourage two-way communication that promotes effective school/home/community relationships.

The School Board recognizes that citizens and staff members have a right to be well informed about the District and its schools; that Board members and administrators have an obligation to adequately inform and engage both internal and external stakeholders; and that the District will benefit when citizens and staff are well informed about the District and its schools.

The Superintendent or designee (Communications Coordinator) is directed to develop and implement a strategic communications and public relations program that is aligned with the statements in this policy.

III. COMMUNICATIONS AND COMMUNITY ENGAGEMENT STANDARDS

Effective communication and public engagement within and from the school system requires:

- A. An organized, systemic integrated process, which is timely and accurate, for ongoing communicating, delivery of information about new initiatives, and for the handling of crisis information at the school and/or district level, and ongoing programs within each unit of the district. The process shall define the audience, identify methods of dissemination, including process for feedback, and have a defined follow through procedure;

- B. An organized systemic way of identifying participants in communication and public engagement activities (town hall meetings, focus groups, discussion groups, etc.) to ensure a wide and diverse sample of the population;
- C. A process for effective two-way communication with all families, which is respectful of their diversity and differing needs;
- D. Use of all available communications channels to enhance communication and public engagement;
- E. A systematic evaluation method for assessing the impact of specific communication efforts.

IV. BOARD PUBLIC ENGAGEMENT

The School Board recognizes that a climate of mutual understanding and cooperation among the staff, students, parents, and community is essential and that these goals are achieved by implementation of a strategic communication and public relations program. To support this process the Board will:

- A. Include community engagement in annual budget;
- B. Board members will participate in various school and community events activities;
- C. In collaboration with Superintendent and the Communications Office, establish process for two way communication with parents, community members;
- D. Board members will serve as Board liaisons to outside groups and organizations.

School Board Action:

Adopted September 16, 2014

Revised August 16, 2016