

## **8:10 Connection with the Community**

### Public Relations

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

1. Develop community understanding of school operation.
2. Gather community attitudes and desires for KASEC.
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 KASEC 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 KASEC programs, policies, activities, and special event management for distribution by, for example, posting on KASEC website or sending to the news media.
2. News conferences and interviews, as requested or needed. The Board and Executive Director will coordinate their respective media relations efforts. Individuals may speak for the KASEC only with prior approval from the Executive Director.
3. Publications having a high quality of editorial content and effective format. All publications shall identify KASEC, school, department, or classroom and shall include the name of the Director, Program Administrator, or designee, and/or the author and the publication date.
4. Other efforts that highlight KASEC's programs and activities.

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

ADOPTED: November 14, 2019