

COMMUNITY RELATIONS

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 Board, in collaboration with 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. Ensure 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 goodwill, respect, and trust.
6. Promote a genuine spirit of cooperation between the school and the community.
7. Keep the news media and community accurately informed.

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 the KASEC website, using KASEC social media accounts, and/or sending to the news media.
2. News conferences, interviews, and official Board or KASEC statements, as requested or needed. The Board President and Executive Director will coordinate their respective media relations efforts. As official spokesperson for the Board, the Board President will communicate on behalf of the Board to the news media and community. Statements made by Board members when not authorized by the Board will be considered personal comments of the Board member, and Board members are encouraged to identify such statements as their personal opinions. Official Board or KASEC statements (other than those made directly to the media) will be made through the KASEC website and/or its social media accounts, at official KASEC events, or through other official communication methods, such as KASEC email or mailings. Individuals may speak for 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: March 13, 2025

Kankakee Area Special Ed Cooperative